



35

III Semester B.B.A. Examination, Nov./Dec. 2015
(Fresh) (CBCS) (2015 – 16 & Onwards)
BUSINESS ADMINISTRATION
3.2 : Soft Skills for Business



Max. Marks : 70

Time : 3 Hours

Instruction : Answer should be written completely in **English**.

SECTION – A

Answer **any 5** sub questions. **Each** question carries **2** marks.**(5×2 = 10)**

1. a) What is meant by Memo ?
- b) Give the meaning of postures.
- c) What is meant by enquiry ?
- d) Give the meaning of exit interview.
- e) Define communication.
- f) What is public speaking ?
- g) What is Biodata ?

SECTION – B

Answer **any 3** questions. **Each** question carries **6** marks.**(3×6 = 18)**

2. Draw a layout of model business letter.
3. Explain the 7 c's of business communication.
4. Explain the principles of effective listening.
5. What is meeting ? Write the objectives of meeting.
6. Discuss the process of career planning.



SECTION – C

Answer **any 3** questions. **Each** question carries **14** marks.

(3×14=42)

7. What is an Interview ? Explain the different types of Interview.
 8. Explain the different types of communication.
 9. What is Brain storming ? Explain the different types, merits and demerits of Brain storming.
 10. M/s Rajkumar and Bros, Mandya have not paid a balance of Rs. 90,000/- despite your repeated reminders. Write a letter appealing to their credit reputation and urging them to clear off the dues within 14 days.
 11. Draft a Resume for the post of Business Development Executive at Devadas Company, Davanagere.
-