



UN – 426

36

III Semester B.B.M. Examination, November/December 2015  
(Semester Scheme) (Repeaters) (2013-14 and Onwards)

**BUSINESS MANAGEMENT**

**Paper – 3.2 : Soft Skills for Business**

Time : 3 Hours

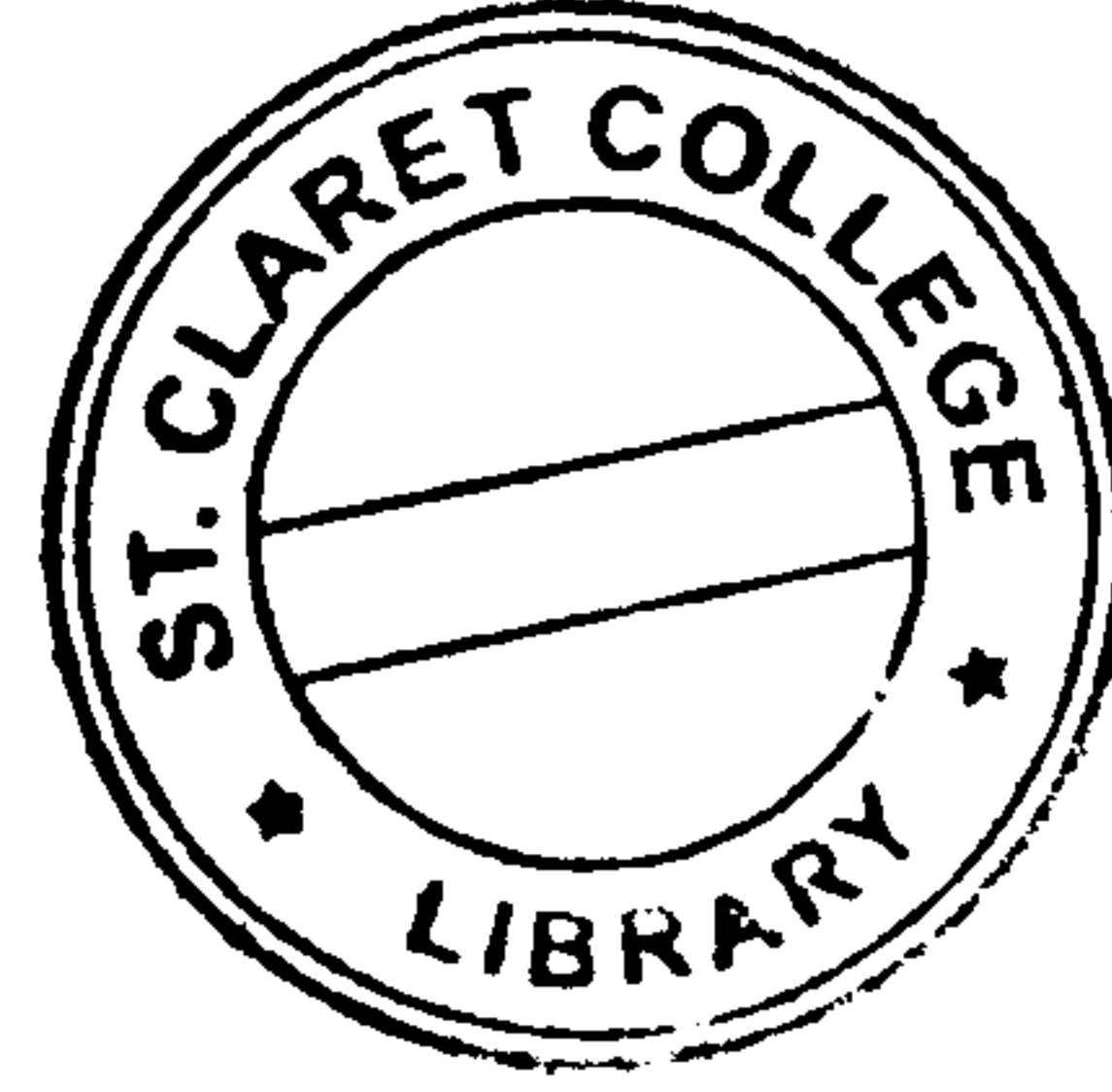
Max. Marks : 100

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

SECTION – A

I. 1) Answer **any eight** sub-questions. **Each** sub-question carries **two** marks. (8×2=16)

- a) Define motivation.
- b) What is formal communication ?
- c) Define meeting.
- d) What is minutes of a meeting ?
- e) What is a memo ?
- f) What is paralanguage ?
- g) What is meant by group discussion ?
- h) What is telephone etiquette ?
- i) What is an interview ?
- j) What do you mean by communication ?



SECTION – B

II. Answer **any three** questions. **Each** question carries **eight** marks. (3×8=24)

- 2) Explain the process of communication.
- 3) "Listening is the most important of the communication skill". Discuss.
- 4) What is an e-meeting ? What are its advantages ?
- 5) Explain the different types of interviews.

P.T.O.



SECTION - C

III. Answer question number **10** and **any three** of the remaining questions.

**Each** question carries **15** marks.

(4×15=60)

- 6) What is body language ? What are the factors influencing body language ?
  - 7) Explain the socio-psychological barriers affecting good communication.
  - 8) What is emotional intelligence ? How does it affect oral communication ?
  - 9) "Popular tours asks new image graphics to quote their terms for designing and printing five hundred copies of brochure of the package tour. Previous brochure is also enclosed. Prepare a quotation for the above.
  - 10) What is brainstorming ? What are the steps involved in brainstorming ?
- 

*9/10*