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SN – 529

III Semester B.B.A. Examination, November/December 2017

(CBCS) (F+R)

(2015 – 16 & Onwards)

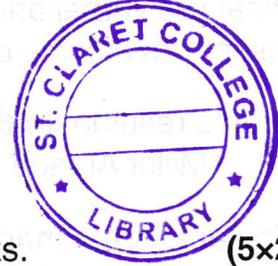
Business Administration

3.2 : SOFT SKILLS FOR BUSINESS

Time : 3 Hours

Max. Marks : 70

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



SECTION – A

1. Answer **any 5** sub questions. **Each** question carries **2** marks. (5×2=10)
- State any two objectives of Communication.
 - Define listening skills.
 - What is an exit interview ?
 - State the importance of public speaking.
 - What do you mean by e-meeting ?
 - What are collection letters ?

SECTION – B

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

- Briefly explain the communication process.
- Discuss the various stages involved in effective presentation.
- Briefly explain the steps involved in brainstorming.
- What is an agenda and how is it prepared ?
- What are the merits and demerits of written communication ?

P.T.O.



SECTION – C

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

(3×14=42)

7. Explain the various types of interviews.
 8. What is a sales letter ? What points are to be considered to write an appealing sales letter ?
 9. What are verbal and nonverbal communications ? Explain the measures to be taken to overcome communication barriers.
 10. Draft a resume for the post of Assistant Marketing Manager at Must See India, # 1/1, Miller Arcade 1st Floor, Miller Road, Vasanth Nagar, Bangalore – 560 052.
 11. You are a Jam manufacturer. You buy your entire requirement of bottles from Bottles and containers Pvt. Ltd. You have received a consignment of 1000 bottles in the month of October 2017, of which nearly 900 bottles were found to be defective. Write a letter of complaint.
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