



UN – 420

III Semester B.B.A. Examination, Nov./Dec. 2015

(Fresh) (CBCS) (2015 – 16 & Onwards)

BUSINESS ADMINISTRATION

3.2 : Soft Skills for Business

Time : 3 Hours

Max. Marks : 70

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.

P.T.O.



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.

SECTION – B

Answer any 3 questions. Each question carries 6 marks.

1. Draw a layout of model business letter.
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3. Explain the principles of effective listening.
4. What is meeting ? Write the objectives of meeting.
5. Discuss the process of career planning.