

III Semester B.B.A. Degree Examination, Nov./Dec. 2016
(CBCS) (F+R)
(2015-16 and 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

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

1. a) What is a notice ?
- b) What is audio-visual communication ?
- c) Define listening.
- d) What is speech ?
- e) What is exit interview ?
- f) What is circular ?

SECTION - B

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

2. Explain various methods of presentation.
3. Discuss the grievance interview.
4. Explain the brain storming process.
5. What are the advantages of written communication ?
6. Explain the different types of speech.



SECTION - C

Answer **any 3** questions. **Each** question carries **14** marks : (3×14=42)

7. What is an order letter and mention the guidelines for writing an order letter ?
8. State the merits and demerits of non-verbal communication.
9. Explain important types of listening.
10. Draft a resume for the post of Accounts Executive at Infosys, Kuvempu Nagar, Mysore.
11. Write a suitable reply to a complaint received by you from Fresh Coal Oil Agency, Mahesh Road, R. K. Palya, Kolar, regarding the receipt of damaged goods received by them.

SECTION - B

(3×8=18)

Answer any 3 questions. Each question carries 6 marks :

2. Explain various methods of presentation.

3. Discuss the grievance interview.

4. Explain the brain storming process.

5. What are the advantages of written communication ?

6. Explain the different types of speech.

R.T.O.