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**Third Semester B.B.A. Degree Examination,
November/December 2019**

(CBCS -2018-19 Onwards)

Business Administration

Paper 3.2 – SOFT SKILLS FOR BUSINESS

Time : 3 Hours]

[Max. Marks : 70

Instructions to Candidates : Answer should be written in English only.

SECTION – A

Answer any **FIVE** sub-questions, each question carries **2** marks : (5 × 2 = 10)

1. (a) What is downward communication? Give an example.
- (b) What is internal communication?
- (c) What is occasional speech? Give an example.
- (d) What is appraisal interview?
- (e) Give the meaning of E-meeting.
- (f) What is resume?
- (g) What is circular?



SECTION – B

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

2. Define facial expressions and write five basic physical description of facial expressions.
3. Write the principles of effective speech.
4. What are the disadvantages of brainstorming?
5. Define written communication and explain the disadvantage of written communication.
6. Explain various methods of presentation.

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SECTION - C

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

7. What is group discussion? Explain the skills required for effective participation in group discussion.
8. Discuss the classification of etiquette.
9. Explain different types of interviews.
10. Prof. Gagana, SRK PG College, Nandyal – received 100 computers from HP dealers, Banjara hills, Hyderabad out of which 10 computers were damaged. Write a complaint letter asking for favourable reply.
11. As a Principal of BGS College, Velachery Road, Chennai – 42, issue an office circular to all the staff to get all the records ready and arrangements to be made in connection with NAAC visit to the college shortly for accreditation.

