

64321

**Third Semester B.B.A. Degree Examination,  
August/September 2021**

(CBCS – Freshers and Repeaters)

**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 communication?
- (b) Define placement interview.
- (c) Give the meaning of quotation.
- (d) State the meaning of body language.
- (e) Mention any two principles of communication.
- (f) What do you mean by public speaking?
- (g) State the meaning of Agenda.

SECTION – B

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

2. Briefly explain the objectives of communication.
3. Bring out the importance of group discussion.
4. Discuss the important barriers to communication.
5. Explain the advantages of E-meeting.
6. Briefly explain the process of career planning.

64321

SECTION - C

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

7. Briefly explain the important principles of effective communication.
8. Discuss the different types of business letters.
9. Briefly explain the different types of interview.
10. Draft a resume seeking a post of Accountant in Reliance Industries, New Delhi.
11. Write a note on body language, circulars and E-meetings.