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Reg. No.

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III Semester B.B.A. Degree Examination, March - 2021

**BUSINESS ADMINISTRATION**

**Soft Skills for Business**

**(CBCS Scheme Freshers and Repeaters 2015-16 and Onwards)**

**Paper : 3.2**

**Time : 3 Hours**

**Maximum Marks : 70**

**Instructions to Candidates:**

Answer should be written completely in English.

**SECTION - A**

Answer any 5 sub-questions. Each question carries 2 marks.

**(5×2=10)**

1. a) Define communication.
- b) What is inter cultural communication?
- c) What do you mean by business Presentation?
- d) What do you mean by E-meeting?
- e) What is Letter of reference?
- f) What is a Memo?
- g) What is exit interview?

**SECTION - B**

Answer any 3 questions. Each question carries 6 marks.

**(3×6=18)**

2. What are the strategies for effective communication.
3. Explain the suggestions for taking care of body language while making speech.
4. Explain the art of conducting interviews.
5. What are the advantages and disadvantages of E - meetings?
6. Explain the parts of a Business letter in detail.

**[P.T.O.]**



(2)  
SECTION - C

14321

Answer any 3 questions. Each question carries 14 marks.

(3×14=42)

7. Discuss the role of communication in management of business. Write in detail the objectives of communication?
  8. Explain in detail the designing of presentation and how to handle questions from audience.
  9. Elaborate on the various methods and techniques of interviews.
  10. Draft a Resume for the post of Marketing Executive at ABB company Bangalore.
  11. Draft a notice to be sent to the shareholders about 25th Annual General Body meeting of the organization that has been scheduled for 10.00 Am on october 20:2021 at srinidhi Sabhangana, Rashtriya Vidyalaya Road, Bangalore.
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