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CS – 376

III Semester B.B.A. Examination, March 2023
(CBCS) (2015-16 and Onwards) (Repeater)
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** of the following sub-questions. **Each** sub-question carries **2** marks.

(5×2=10)

1. a) What do you mean by Non-verbal communication ?
- b) What is speech ?
- c) Write the meaning of Acknowledgement.
- d) Give the meaning of Exit Interview.
- e) What is a Memo ?
- f) What is speech for vote of thanks ?
- g) What is Internal Communication ?

SECTION – B

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

2. Explain the features of Communication.
3. What is Agenda ? How it is prepared ?
4. Explain the communication process.
5. Explain the objectives of Business Letter.
6. What are the advantages and dis-advantages of E-meeting ?

P.T.O.



SECTION – C

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

7. Explain the different types of communication.
 8. Explain the important features of effective presentation.
 9. What is Brainstorming ? Explain the types of Brainstorming.
 10. Draft a resume for the post of marketing executive at XYZ company, Mysore.
 11. Explain the various types of Interviews.
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