

Examination **25 OCT 2018**  
B.B.A. Sem. II Paper No. - BBA-CC:-206  
Business Communication - II  
Paper Code: **20238**

Time: 2.30 Hrs.

Marks 70

**Q-1: Answer the following questions. (Any Two)**

**[14]**

1. Define the word "soft skills". How it is important in the work place?
2. Explain the Types of soft skills with appropriate examples.
3. Elaborate: How to develop Interpersonal communication.

**Q-2: A: Draft a resume and an application letter for the given advertisement: (Any One)**

**[07]**

1. A Pharmaceutical company requires B. Pharm with MBA. Candidate for Sales Executive with 2-3 yrs. of experience and good communication skills.
2. A prominent business company needs an accountant who should be commerce graduate with 1-2 yrs. of experience with computer based accounting.

**Q-2: B: Draft the following letter: (Any One)**

**[07]**

- (a) As an HR Manager of the company invite a candidate for a personal interview at Madhus Silica Pvt. LTd., Bhavnagar for the post of a Marketing Manager.
- (b) As an HR Manager of AVSAR Construction Co., Write a letter to your assistant civil engineer congratulating and informing him about his promotion to the post of a senior engineer.

**Q-3: Write a detail note on the following: (Any Two)**

**[14]**

1. Verbal communication
2. Image building
3. Objectives of Public Relations

**Q-4: -A - Write a short note on the following: (Any One)**

**[07]**

1. Explain all the parts of a report.
2. What is Proposal? Explain all its types.

**Q-4: -B -** Draft an individual report regarding decline in the company magazine, *Woman's Era* this year. Also give recommendation for the same. [07]

**OR**

You are a head librarian of a college and want to establish a Digital Library. Draft a proposal for the same.

**Q-5: -A - Write a short note on the following: (Any One)** [07]

1. Differentiate between Group-discussion and debate with appropriate examples.
2. Discuss qualities of a leader which emerges out of group-discussion.

**Q-5: -B –** Draft an imaginary group discussion on the following: **(Any One)** [07]

1. Skill development by Govt. of India
2. Swachha Bharat Mission