



SN – 376

**III Semester B.B.M. Examination, November/December 2013**  
**(Semester Scheme) (New Syllabus)**  
**(2013-14 & Onwards)**  
**BUSINESS MANAGEMENT**  
**3.2 : Soft Skills for Business**

Time : 3 Hours

Max. Marks : 100

**Instruction :** Answer should be completely in **English**.

**SECTION – A**

- I. 1) Answer **any eight** sub-questions. **Each** sub-question carries **two** marks. **(2×8=16)**
- Differentiate between One-way and Two-way communication.
  - What is non-verbal communication ?
  - What is business etiquette ?
  - Mention any two characteristics of a good speech.
  - What is gesture ?
  - What is public speaking ?
  - What is E-meeting ?
  - What is complimentary close ?
  - What is date line ?
  - What is career counseling ?

**SECTION – B**

- II. Answer **any three** questions. **Each** question carries **eight** marks. **(3×8=24)**
- Why is communication so important in a business organization ?
  - Explain in brief components of body language.
  - What are the barriers to effective listening ? How can listening be improved ?
  - What is career planning ? What is the need for career planning ?



## SECTION – C

III. Answer question number **10** and **any three** of the remaining questions.

**Each** question carries **fifteen** marks.

**(4×15=60)**

- 6) What is oral communication ? Discuss its advantages and limitations. Explain the forms of oral communication.
  - 7) What is group discussion ? What are its objectives ? What should a participant do in G.D. ?
  - 8) What is an interview ? What are the points that interviewer should keep in mind while conducting an interview ?
  - 9) Write a resume aspiring for the post of Marketing Manager in a reputed MNC.
  - 10) Write a letter of complaint to the Railway Authorities about non-arrival of goods from Mumbai to Bangalore railway station.
-