

**S.D.E.**  
**B.B.A. (2006 Course) Sem- IV : SUMMER - 2019**  
**SUBJECT: ENHANCING PERSONAL & PROFESSIONAL SKILLS -II**

Day : Monday  
Date : 20/05/2019

**S-2019-4911**

Time : 10.00 AM TO 1.00 PM  
Max. Marks : 80

**N.B.:**

- 1) Attempt any **FIVE** questions from Section –I. Each question carries **10** marks.
- 2) Attempt any **TWO** questions from Section –II. Each question carries **15** marks.
- 3) Answer to both the sections should be written in **SAME** Answer book.

**SECTION-I**

- Q. 1** Why is the presentation an important element of corporate communications?
- Q.2** What preparations will you undertake before appearing for a job interview?
- Q.3** What kind of mannerism and etiquette will be expected of a participant at a business conference?
- Q.4** Write a detailed note on the objectives and probable outcome of group discussions.
- Q.5** ‘Reading helps an individual to become an effective communicator’. Discuss.
- Q.6** Do you agree that ‘Proficiency in cross cultural transactions is necessary for success in modern business?’ Justify your viewpoint.
- Q.7** Write short notes on: (**ANY TWO**)
- a) Environmental Analysis
  - b) Making small talk
  - c) Role plays

**SECTION - II**

- Q.8** You have been entrusted with organizing a national level conference for your management institute. What preparations will be required to ensure the success of this conference?
- Q.9** Rate yourself as a presenter. How will you enhance your strengths and overcome your weaknesses?
- Q.10** Express your thoughts on each of the following topics:
- a) Relevance of ‘Make In India’ campaign
  - b) Role of social media

\* \* \* \*