

S.D.E.

B.B.A. (2006 COURSE) SEM- III : SUMMER - 2018

SUBJECT: ENHANCING PERSONAL AND PROFESSIONAL SKILLS - I

Day: **Saturday**
Date: **09/06/2018**

S-2018-4301

Time: **02.00 PM TO 05.00 PM**
Max. Marks: 80

N.B.:

- 1) Attempt any **FIVE** questions from Section -I and any **TWO** questions from Section -II.
- 2) Figures to the **RIGHT** indicate full marks.
- 3) Answers to both the sections should be written in the **SEPARATE** answer books.

SECTION-I

- Q.1** What are the types of listening? Elaborate on the importance of each. **(10)**
- Q.2** Explain the importance of modulation, intonation and inflection as essential to clarity in voice. **(10)**
- Q.3** What is 'fear' in communication? State ways to overcome fear. **(10)**
- Q.4** Why is written communication important? State various modes of written communication. **(10)**
- Q.5** What are the hardware equipments required for conduct of video conferencing? **(10)**
- Q.6** **Write short notes on:**
- a) Importance of Voice Modulation. **(05)**
 - b) Office Automation as aids to communication. **(05)**

SECTION-II

- Q.7** As an expert conducting a group discussion test for selection of candidates to the position of a management trainee, what postures and gestures do you expect from candidates so that they exhibit positivity and confidence during the session. **(15)**
- Q.8** Draft a telephonic script for students who will be contacting business managers so as to sponsor the cultural event to be organized by your college. Also inform the students about essential telephone etiquettes that need to be adhered to. **(15)**
- Q.9** Write a letter to the Bank Manager to enhance more facilities to your existing savings account. **(15)**

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