

S.D.E.

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

SUBJECT : ENHANCING PERSONAL & PROFESSIONAL SKILLS – II

Day : **Thursday**
Date : **07/06/2018**

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

S-2018-4307

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) Answers to both the sections should be written in the **SEPARATE** answer books.

SECTION - I

- Q.1 What factors are to be borne in mind while making effective presentations?
- Q.2 Mention the importance of Business etiquettes? What etiquettes should one display during business meets?
- Q.3 Discuss the importance of role plays and group discussion in business education and learning.
- Q.4 What is event management? Discuss ways out for successful conduct of events.
- Q.5 Discuss the importance of reading business related journals, magazines and newspapers as a useful knowledge source.
- Q.6 What are cross culture transactions? What is the effect of cross-cultural issues on group work in organizations?
- Q.7 Write short notes on **ANY TWO** of the following:
- a) Importance of audience analysis in presentations
 - b) Effecting Mingling
 - c) Importance of seminars and conferences

SECTION - II

- Q.8 You have been invited by an educational institute to deliver a workshop on interview skills to students at the graduate level. Prepare your draft presentation.
- Q.9 A corporate which has business units into several categories such as electrical household appliances, lighting, finance, IT wants to conduct events that will portray consumer awareness and social responsibility. Devise an appropriate events plan that the corporate may undertake. Do mention the benefits of each.
- Q.10 Some B-school students have joined a service based organization on internship/field work for a short period of two months where in they are handling client service. You have been asked to conduct a training workshop on team work. Design the same with use of management games and simulation exercises. Justify their use.

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