

S.D.E.

B.B.A. (2006 COURSE) SEM- III : WINTER - 2017
SUBJECT-ENHANCEING PERSONAL & PROFESSIONAL SKILLS-I

Day: **Thursday**
Date **28/12/2017**

W-2017-4110

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

N.B.:

- 1) Attempt **ANY FIVE** questions from Section-I. Each question contains 10 marks.
 - 2) Attempt **ANY TWO** questions from Section-II. Each question contains 15 marks.
 - 3) Answer to both the **SECTION** should be written in **SEPARATE** answer books.
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SECTION-I

- Q.1** Explain the concept of Syllables, Consonants and Diphthongs. [10]
- Q.2** Discuss the role of Audio and Video in communication. [10]
- Q.3** What do you mean by listening? Discuss the barriers to effective listening. [10]
- Q.4** Explain the contents of Business Letter in detail. [10]
- Q.5** Explain as to how non-verbal communication is exhibited. [10]
- Q.6** What is stage fright? How would you overcome stage fright? [10]
- Q.7** Write short notes on **ANY TWO** [10]
- a) Eye contact
 - b) Telephone speaking skills.
 - c) Para language

SECTION-II

- Q.8** What rules do you follow to make your telephone dialogue effective? [15]
- Q.9** As an HR Manager of ABC Ltd. draft a memo to employees for chronic absenteeism. [15]
- Q.10** Write a letter to a company whose air-cooler you have purchased for your organisation. You had ordered for 15 such units of which 3 units are malfunctioning. Your letter should mention the problems, asking for immediate attention. [15]

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