



SN – 401

III Semester B.B.M. Examination, November/December 2014  
(Semester Scheme) (F + R) (2013-14 and Onwards)  
(New Syllabus)

**BUSINESS MANAGEMENT**  
**Paper – 3.2 : Soft Skills for Business**

Time : 3 Hours

Max. Marks : 100

**Instruction :** Answers should be written in **English** only.

SECTION – A

- I. 1) Answer **any eight** sub-questions. **Each** sub-question carries **two** marks : **(8×2=16)**
- a) What is meant by Haptics ?
  - b) What is career planning ?
  - c) Give 4 examples of ordinary courtesy titles.
  - d) Define meeting.
  - e) What is an interview ?
  - f) What is public speaking ?
  - g) What is oral communication ?
  - h) What is Memo ?
  - i) What do you mean by group discussion ?
  - j) What is body language ?

SECTION – B

- II. Answer **any three** questions. **Each** question carries **eight** marks : **(3×8=24)**
- 2) Explain the importance of communication.
  - 3) Write a note on "The Golden Rules of Meetings".
  - 4) Draft a letter to Home Store Depot Bangalore asking for information about their new office furniture. Give detailed specification of your office requirements.
  - 5) Explain 7 C's of communication.

P.T.O.



## SECTION – C

III. Answer question number **10** and **any three** of the remaining questions. **Each** question carries **15** marks : **(4×15=60)**

- 6) Samrudhi Developers Bangalore, have given their advertisement in 'The Times of India' to apply for the post of corporate officer.
  - Draft an application letter and
  - Resume.
- 7) What is Brainstorming ? Explain different types, advantages and disadvantages of Brainstorming.
- 8) Explain various barriers of effective communication.
- 9) Discuss the elements of communication process with a diagram.
- 10) Explain different types of communication.
  - a) On the basis of organizational structure.
  - b) On the basis of direction of communication.
  - c) On the basis of way of expression.