

END TERM EXAMINATION

FIRST SEMESTER | BBA/BBA(TTM) | DECEMBER-2010

Paper Code: BBA/BBA(TTM) 111

Subject: Personality Development and Communication Skills

Time : 3 Hours

Maximum Marks : 75

Note: Attempt any five questions including Q. 1 which is compulsory.

- Q1. Attempt five parts. Part (a) is compulsory.
- (a) Read the following five sentences carefully. Each sentence has an error as per standard written English. Correct the error and rewrite the correct sentence. **(1x5=5)**
 - (i) Each one of the boys were dressed in a coat and tie.
 - (ii) Ram took a strong exception to my objecting his amendments.
 - (iii) Moving between exalted circles like the loyal club parties, gave him an unreal feeling.
 - (iv) Call your names when I point at you.
 - (v) These pair of shoes look too small but I'd like to try them on anyway.
 - (b) Show the difference between the usage of following similar sounding words by using them in sentences of your own met credible, creditable. **(2.5x4=10)**
 - (c) "An application letter is essentially a sales letter". Do you agree? Justify your response.
 - (d) What are the important electronic media in modern business communication?
 - (e) Comment upon the inherent advantages of oral communication.
 - (f) How does a scientific attitude help in effective report writing?
 - (g) How does noting on a file differ from other trends of notes, for example notes for the preparation of a meeting, notes intended for preparing minutes of the meeting etc.?
- Q2. Briefly describe the stages of the comments process and outline the factors affecting the effectiveness of business communication. **(7.5+7.5=15)**
- Q3. You have been asked to prepare a report on the administrative set up in your organization, so that areas of improvement can be identified. Prepare an outline for this report. **(15)**
- Q4. As the departmental head of the accounts departments, you have discovered that the old computers with most of your staff are seriously affecting their productivity. You estimate that at least ten new computers with requisite software are urgently required in the department. These, however, as per company policy, will have to be sanctioned by your General Manager before the purchase can be processed. Write a request letter for the same to the General Manager, giving the justification for the purchase. **(15)**
- Q5. What factors should you bear in mind while giving an oral presentation to a large groups? Clearly comment upon the role of body language in effective oral communication. **(7.5+7.5=15)**
- Q6. What do you understand by the term Net Etiquette? Illustrate by taking the example of business emails between you and one of your key customers from whom you are hoping to get a large order of your new range of photocopiers. **(15)**
- Q7. What are the skills required by the chairman of the meeting for effective conduct of the meeting? Explain by taking suitable examples. **(15)**