

END TERM EXAMINATION

FIRST SEMESTER [BBA] DECEMBER-2012

Paper Code: BBA111

BBA(TTM)111

BBA(MOM)111

Subject: Personality Development & Communication Skill-I

Time : 3 Hours

Maximum Marks :75

Note: Attempt any five questions including Q.no.1 which is compulsory. All questions carry 15 marks each.

- Q1 The sentences below need editing with respect to vocabulary and grammar. Identify the errors and re-write the sentence correctly:-
- (a) Would you like to go a swim with me this afternoon?
 - (b) The beautiful girls danced until dawn.
 - (c) My mother who is a librarian works a lot.
 - (d) The traffic violation was for speeding near a school and running a stop sign.
 - (e) Alicia, open the windows please. It's too hot in here.
- Q2
- (a) Explain briefly the 7 C's of communications.
 - (b) What are the basic principles of effective communications?
- Q3 You are an exporter, write a business letter persuading your client to extend the delivery date of the export shipment.
- Q4 What do you understand by non-verbal communication, enumerate by way of examples how non verbal communication plays an important part in business negotiations.
- Q5 Write short notes on the following:-
- (a) Barriers of communications
 - (b) Minutes of the meeting
 - (c) Citations and assimilations
- Q6 Write a speech for a marketing manager whose team has achieved the quarterly targets. This speech has to be motivational and urging the team to exceed the annual targets.
- Q7 Draft a monthly news letter announcing the team's achievements, important events of the month and any other item you would like to add.
- Q8 Write short notes on the following:-
- (a) Telephone etiquettes
 - (b) Email and net etiquettes