



QP CODE: 20100737



20100737

Reg No :

Name :

BBA DEGREE (CBCS) EXAMINATION, MARCH 2020

Sixth Semester

Bachelor of Business Administration

**Core Course - BA6CRT30 - COMMUNICATION SKILLS AND PERSONALITY
DEVELOPMENT**

2017 Admission Onwards

F8C23443

Time: 3 Hours

Maximum Mark: 80

Part A

*Answer any **ten** questions.*

Each question carries 2 marks.

1. What is personality development ?
2. What is sales presentation ?
3. What do you mean by audio visual aids?
4. What do you mean by You attitude?
5. What is messaging?
6. What is SMS?
7. List any two objectives of social media.
8. Distinguish between solicited and unsolicited application letter
9. What do you mean by exit interview?
10. What is group leadership?
11. What is extempore?
12. What is dialogue?

(10×2=20)

Part B

*Answer any **six** questions.*

Each question carries 5 marks.

13. Discuss the various strategies for making speech effective.
14. What are the boredom factors of presentation ?





15. What are the points to be considered while writing an email messages?
16. Write a brief note on micro blogging.
17. Explain the guidelines for a good resume.
18. What points should be considered while drafting job letters?
19. Explain the features of group discussion.
20. Describe GD protocol.
21. Discuss the guidelines for GD participants.

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Discuss the various strategies to overcome nervousness in speech.
23. Discuss the various media and channels for brief business messages.
24. What are the points that interviewer should keep in mind while staging and conducting interview?
25. What are the qualities of a participant that are assessed in group discussion?

(2×15=30)

