

(Please write your Exam Roll No.)

Exam Roll No.

END TERM EXAMINATION

FIRST SEMESTER [BBA] DECEMBER 2013

Paper Code **BBA - III**

Subject: **Personality Development
and Communication Skills-I**

Time: **3 Hours**

Maximum Marks: **75**

Note: Attempt any five questions. All question carry equal marks.

- Q1 (a) What can be the common errors in business writing? Discuss in brief.
(b) How one can improve command over Written and Spoken English.
- Q2 (a) What are the basic forms of communication, in the process of communication? How it can be made two way communications?
(b) Discuss in brief various barriers to communication and ways to remove them.
- Q3 (a) What are the different layouts of Letter Writing? Discuss them with their advantages and disadvantages.
(b) How Office Memorandums are different from Letters. Give examples.
- Q4 You the students want to organize a study cum excursion trip to Manali on behalf of your college. How such proposal will be made and submitted to your College Principal, so that it is approved.
- Q5 What are Press Releases? Your College has organized the Annual Cultural Festival and invited various distinguished guests in that. Make a press release for the same to be sent to different Newspapers for its coverage.
- Q6 What are Business Etiquettes? Discuss them by highlighting their importance in Public Meeting.
- Q7 Write notes on:-
(a) Complain Letter to inform that your phone in the house not working.
(b) How to handle business meetings do's and don'ts.
- Q8 How Sales Letters are different from Interview Letters. Give a format of each to explain them.
