

END TERM EXAMINATION

FIRST SEMESTER [BBA] DECEMBER-2015 JANUARY-2016

Paper Code: BBA-111 Subject: Personality Development & Communication
BBA (TTM)-111 Skills-I
BBA (MOM-111

Time : 3 Hours

Maximum Marks : 75

Note: Attempt any five questions

- Q1. What are the essential points to be considered in a formal written communication? (15)
- Q2. Imagine you can write well in English but cannot communicate well. What are the various strategies you will adopt to improve your command over spoken English. (15)
- Q3. How should Office Memorandums be framed, How are they different from letters? Explain with examples. (15)
- Q4. What is the process of communication? What are the different communication barriers and how will you overcome them. (15)
- Q5. Imagine you are working as PR in a company, your company recently organized a charity function for Kashmir flood relief. Make a press release for the same to be sent to various newspapers. (15)
- Q6. You want to resign from the organization you were working for, write a resignation letter to the head of your department. (15)
- Q7. Explain with reasons the Dos and Don'ts to be kept in mind while conducting a business meeting. (15)
- Q8. Write short notes on (2x7.5=15)
- a) Email and net etiquettes
 - b) Sales letter