



24001338

QP CODE: 24001338

Reg No :

Name :

**BBA DEGREE (CBCS) REGULAR / REAPPEARANCE EXAMINATIONS,
MARCH 2024**

Sixth Semester

Bachelor of Business Administration

**CORE COURSE - BA6CRT30 - COMMUNICATION SKILLS AND PERSONALITY
DEVELOPMENT**

2017 Admission Onwards

0D849DE6

Time: 3 Hours

Max. Marks : 80

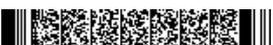
Part A

*Answer any **ten** questions.*

Each question carries 2 marks.

1. Define communication.
2. How can you become an authentic speaker ?
3. What do you mean by Monotone voice in presentation ?
4. What are persuasive business messages?
5. State three conditions that qualify a good business writing.
6. What do you mean by proof reading in a message?
7. What is formatting in an email?
8. What is letter of reference?
9. What is grievance interview?
10. What do you mean by the term "Group Structure"?
11. What is the debate?
12. Write a short note on audio video recording.

(10×2=20)





Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. Explain the objectives of presentation.
14. How should a speaker involve audience in Presentation?
15. Discuss the different types of blogs.
16. Draft an email from company secretary to a director informing the time and venue of a board meeting for your company.
17. Write a note on Application follow up.
18. Explain the various steps in an interview.
19. Explain the personal traits of a candidate evaluated in group discussion.
20. How to get the best of group discussion.?
21. Describe GD protocol.

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. Describe the various stages in presentation.
23. Explain the steps in drafting messages for electronic media.
24. Describe the various steps in resume writing.
25. Explain the guidelines for effective participation in group discussion.

(2×15=30)

