



QP CODE: 23105863

Reg No :

Name :

**BBA DEGREE (CBCS) REGULAR / REAPPEARANCE EXAMINATIONS,
MARCH 2023**

Sixth Semester

Bachelor of Business Administration

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

2017 Admission Onwards

220ECBB5

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. List down the ways to overcome nervousness.
2. Explain Monologue Presentation ?
3. Explain the role of body language in presentation?
4. What are business messages?
5. What is messaging?
6. What is blog writing?
7. What is wikis?
8. What is stress interview?
9. What is warm up?
10. Write a note on GD protocol.
11. What do you mean by the term "Extempore"?
12. What is conversation?

(10×2=20)

Part B

*Answer any **six** questions.*





Each question carries 5 marks.

13. Discuss the various strategies for making speech effective ?
14. How should a speaker involve audience in Presentation?
15. What are the essentials of good business writing?
16. Explain the different types of messaging.
17. What are the various types of resume?
18. What is application follow up?
19. Discuss various types of groups in an organization.
20. Explain the personal traits of a candidate evaluated in group discussion.
21. Examine the guidelines for an effective group discussion.

.(6×5=30)

Part C

*Answer any **two** questions.*

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

22. What is speech? what are the qualities of a good speaker?
23. Discuss different types of social media networking.
24. Mr K.S Reven Singh has been appointed as a purchase Manager in your company.
Draft a letter of appointment.
25. Explain the role of group leader and group participants in group discussion.

(2×15=30)

