



DP-010-001208

Seat No. _____

B.B.A. (Sem. II) (CBCS) Examination

April / May – 2015

Communication Skill - II

Faculty Code : 001

Subject Code : 001208

Time : $2\frac{1}{2}$ Hours]

[Total Marks : 70

- Instructions :** (i) There are all five questions.
(ii) Write MCQs in answer sheet only.
(iii) Figures to the right indicate marks.

Q-1: choose the right option:

[20]

- (1) is a greater compliment than love.
(A) Trust (B) Integrity (C) Dishonesty (D) Faithlessness
- (2) The biggest hurdle in building a positive relationship is
(A) Ego (B) honesty (C) integrity (D) hard work
- (3) Anything we do repeatedly becomes a
(A) brain (B) habit (C) power (D) none of the above
- (4) Our _____ mind does not discriminate.
(A) Powerful (B) Conscious (C) Sub Conscious (D) Weak
- (5) Auto – suggestions without _____ will not produce results.
(A) specialization (B) globalization (C) materialization (D) visualization
- (6) Goals can be longer than _____ years but than they become a purpose of life.
(A) five (B) six (C) seven (D) eight
- (7) _____ means not quitting at the first option or sign of problems.
(A) Commitment (B) contract (C) compassion (D) none of the above
- (8) _____ is the sum total of our habits.
(A) Honesty (B) Character (C) Integrity (D) None of the above

- (9) Keep your eyes upon the
 (A) past (B) habit (C) goal (D) material things
- (10) We need kinds of education.
 (A) four (B) one (C) three (D) two
- (11) The speaker should have a perfect with the audience.
 (A) rapport (B) view (C) support (D) awareness
- (12) The speaker should be aware of the of the listeners.
 (A) test (B) age (C) aptitude (D) altitude
- (13) The purpose of public speaking is to
 (A) educate (B) impress (C) explain (D) all of the above
- (14) People who change sides during a discussion are
 (A) reliable (B) credible (C) unreliable (D) none
- (15) Use of will confuse others in a group discussion.
 (A) non-verbal skills (B) events (C) expressions (D) jargons
- (16) Quotations are sent in reply to
 (A) inquiries (B) orders (C) collections (D) sales
- (17) Business letter should be written
 (A) Subjectively (B) objectively (C) punctually (D) freely
- (18) The 'Date ' in a business letter has a Value.
 (A) formal (B) legal (C) normal (D) light
- (19) is the plural form of 'Mrs'.
 (A) Messrs (B) Madam (C) Mesdames (D) Madams
- (20) Business letter is the reflection of the personality.
 (A) decoder's (B) receiver's (C) reader's (D) writer's

Q-2(a): Answer the following questions in detail. (any one)

[10]

1. What are some factors that prevent building and maintaining positive relationship?
2. Explain 21-Day formula to form positive habits.
3. Explain winning is an event, being a winner is a spirit.
4. What are the factors that build trust?

Q-2(b): Answer the following questions in short. (any two)

[10]

1. Explain difference between ego and pride.
2. Explain SMART formula.
3. Why are goals important?
4. How do we judge our value system?

Q-3: Write short notes. (any two)

[10]

1. Conscious and sub conscious mind
2. Ethics and legality
3. GIGO principle
4. Difference between dream and goal

Q-4 : Answer the following questions in short. (any five)

[10]

1. What are the elements of presentation?
2. What are the ten steps to a successful presentation?
3. What is the role of audience in a presentation?
4. Give the difference between: presentation and lecture.
5. What is the role of body language in a presentation?
6. What are the winning techniques in a Group Discussion?
7. What are the Do's and Don'ts for Group Discussion?
8. Give two differences between Group Discussion and Debate.
9. What are the fundamentals of a Group Discussion?
10. Why is Group Discussion one of the popular techniques for selection?

Q-5: Answer the following:

[10]

1. Draft a letter on behalf of Pavan Electronics Pvt. Ltd., Surat to Vikas Television Co., Mumbai, making trade inquiry of 'Vikas' television sets. Request them to send their terms and conditions of business and their price-list.

OR

Write a reply to the above letter.

2. On behalf of the Unique Sports House, Rajkot, Write a suitable letter to M/s Hansraj Mahajan & Co., Aurangabad, placing an order for sports goods.

OR

You are a dealer in electric goods and have received an order from Surat Electric Store for Crompton table fans. You do not have them in stock. Draft a suitable letter offering similar goods to your valued customer.
