



NBF-010-001208 Seat No. _____

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

April / May - 2017

208 : Communication Skills - II

(Old Course)

Faculty Code : 010

Subject Code : 001208

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

[Total Marks : 70

- Instructions :** (1) There are all five questions.
(2) All questions are Compulsory

1 Can one form positive habits? Discuss '21 -day formula' to form positive habits. 10

OR

1 What is Goal? Why is it important? 10

2 (A) Answer the following questions : (Any **Three**) 15

- (1) Discuss factors that build trust.
- (2) Explain 'GIGO' principle.
- (3) Discuss 'SMART' formula for goal setting.
- (4) What are benchmarks for winners?
- (5) Discuss resistance to change.

(B) Write short notes : (Any **Three**) 15

- (1) Explain: to have a friend, be a friend.
- (2) The Conscious and Subconscious Mind
- (3) The hazards in goal setting
- (4) "Little things make a big difference." Explain.
- (5) The concept of 'winning V/s winner' Explain.

- 3** Answer the following questions in short : (Any Five) **10**
- (1) Which types of visual aids are used for presentation?
 - (2) What are the elements of presentation?
 - (3) Mention several occasions for a presentation in a business.
 - (4) What is the importance of feedback forms?
 - (5) How can a speaker overcome nervousness?
 - (6) Explain six great helpers for better presentation.
 - (7) How should a speaker handle the audience during presentation?
- 4** Answer the following questions in short : (Any Five) **10**
- (1) What does a Group Discussion evaluate ?
 - (2) What are the guidelines for Group Discussion?
 - (3) Which are the qualities looked for in Group Discussion?
 - (4) What are the discussion techniques in Group Discussion?
 - (5) Give any two differences between GD and Debate.
 - (6) What are the Strategies for GD?
 - (7) What is the importance of listening in Group Discussions?
- 5** Write any **one** letter from the following : **10**
- (1) Roshan and Sons, Morbi intends to buy a large stock of sports goods from Chintu Sports House, Mumbai, draft a letter of inquiry.
 - (2) On behalf of Shakshi Electric Store, Jetpur, draft an order letter for ceiling fans to Vikas Electricals, Delhi.
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