



**MBF-010-001208** Seat No. \_\_\_\_\_

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

**March / April - 2018**

**Communication Skills : Paper - II**

*(Old Course)*

**Faculty Code : 010**

**Subject Code : 001208**

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

[Total Marks : 70

**Instructions :**

1. There are 5 questions and all questions are compulsory.
2. Figures to the right indicate marks.

**1 (a) Why and how are the goals balanced ? 10**

**OR**

**(b) What are the factors that stop us from creating and maintaining positive relationships ? 10**

**2 Answer the following questions: (Any 2) 10**

- (1) Why are goals important in life ?
- (2) What is the difference between selfishness and self-interest ?
- (3) What is Win-Win ?
- (4) SMART goals - Explain in detail

**3 Short notes : (any three) 15**

- (1) Difference between ego and pride
- (2) "I know it all" attitude
- (3) GIGO principle
- (4) Conscious and sub conscious mind
- (5) Measuring goodness
- (6) Auto-suggestion.

- 4 Short notes : (any **three**) **15**
- (1) Public Speaking and its importance
  - (2) Moderator's role in group discussion.
  - (3) Debates and Group Discussions
  - (4) Body language and presentation
  - (5) Elements of presentation.
  - (6) Handling audience.

- 5 (a) You are planning to buy 35 ACs for your hotel. **10**  
Write an inquiry letter to M/s Ramji Electronics for the same.

**OR**

- (a) Draft an appropriate reply to the above letter **10**  
of inquiry.
- (b) Your company has received an order of 25000 cup **10**  
board from a government organization. Draft a letter requesting to grant 15 days extension period to fulfil such a huge order.

**OR**

- (b) Your company Sitara Appliances Pvt. Ltd. urgently **10**  
requires 100 door knobs. Write a letter to place the order of the same to Navabi Enterprises, Ahmedabad.