



Reg. No. :

Name :

**Sixth Semester B.B.A. Degree Examination, April 2015
(Career Related First Degree Programme under CBCSS)
Group 2 (b)
Elective Course
BM 1661: SOFT SKILLS DEVELOPMENT**

Time : 3 Hours

Max. Weight : 30

SECTION – A

This Section consists of **four** bunches of **four** questions each. **Each** bunch carries a weight of 1. Answer **all** the questions.

I. Choose the most appropriate from the following :

- 1) According to David McClelland an individuals major motive to work include the need for
 - a) Achievement
 - b) Affiliation
 - c) Power
 - d) All the above

- 2) The characteristics values, traditions and behaviours a company employees share
 - a) Organizational structure
 - b) Organisational culture
 - c) Organisational systems
 - d) Organisation policy

- 3) Listening is a
 - a) Mental activity
 - b) Physical activity
 - c) Group activity
 - d) Spontaneous activity

- 4) Means of communication which does not involve speech or words is
 - a) Grapevine communication
 - b) Formal communication
 - c) Informal communication
 - d) Non verbal communication



IV. Match the following :

- | | |
|-----------------|---|
| 13) Planning | a) Designing and creating a structure that defines authority and responsibility |
| 14) Organizing | b) Defines where the organisation in future |
| 15) Leading | c) Ensures that the actual performance corresponds with what is desired for |
| 16) Controlling | d) Motivating people to achieve organisational goals |
| | e) Collecting information regarding what they achieved in previous year |
| | f) A framework for the development |

SECTION – B

Write short answers to **any eight** questions in **one** or **two** sentences **each**. Each carries **one** weightage.

- 17) Define communication.
- 18) Define planning.
- 19) What is etiquette ?
- 20) What is Kinesics ?
- 21) What is grape wine communication ?
- 22) What is listening ?
- 23) What is lectures ?
- 24) What is learning ?
- 25) What do you mean by motivation ?
- 26) What is education ?
- 27) What is training ?
- 28) What is a letter ?

**SECTION – C**

Answer **any five** questions in **not exceeding one paragraph each**. Each questions carries a weight of **2**.

- 29) Explain briefly about guidelines for delivery speech.
- 30) Write briefly about strategy of presentation.
- 31) Explain briefly about the features of a business letter.
- 32) Explain the limitations of written communication.
- 33) Explain briefly about the basic rules of Etiquette.
- 34) What is SWOT analysis ? Make SWOT analysis of an individual in communication situation.
- 35) Discuss questions commonly asked in interviews.
- 36) Explain about the telephone etiquette followed while conversation.

SECTION – D

Answer **any two** questions in **not exceeding four pages each**. Each questions carries a weightage of **4**.

- 37) What trait of a candidates are evaluated by the paralist of a group discussion ?
Elaborate your answer with example.
 - 38) Explain briefly about psychological barriers.
 - 39) Explain briefly about the Legative effects of stress.
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