



Reg. No. :

Name :

**Fourth Semester B.B.A. Degree Examination, July 2018
Career Related First Degree Programme Under CBCSS
Group 2(b)**

**Core Course : BM 1444 : SKILL ENHANCEMENT AND
EMPLOYABILITY ORIENTATION
(2014 Admission Onwards)**

Time : 3 Hours

Max. Marks : 80

SECTION – A

I. Answer **all** questions in **one** or **two** sentences. **Each** question carries **1** mark.

1. What is Communication ?
2. What is personal SWOT analysis ?
3. What is emotional intelligence ?
4. What is stress ?
5. What is mind mapping ?
6. What is decoding ?
7. What is information overload ?
8. What is semantic barrier ?
9. What is bio-sketch ?
10. What is personal grooming ?

(10×1=10 Marks)

SECTION – B

II. Answer **any eight** questions **not** exceeding **one** paragraph. **Each** question carries **2** marks.

11. How to make an effective speech ?
12. What is self esteem ?
13. Explain about nominal group technique.
14. Identify the different purpose of writing.

P.T.O.



15. How can rumours be managed ?
16. Explain about kinesics.
17. What are the reasons behind the fail of effective meetings ?
18. What are the objectives of a report ?
19. Discuss the art of writing.
20. Discuss the guidelines to write a narrative.
21. Which are the specific skills relevant to written communication ?
22. Silence is a method of communication. Discuss. **(8×2=16 Marks)**

SECTION – C

III. Answer **any 6** questions **not exceeding one** page. **Each** question carries **4** marks.

23. Describe the process of listening in detail.
24. What are the advantages and disadvantages of oral communication ?
25. Discuss the use of body language in communication.
26. Discuss the time management techniques for students.
27. What are the pros and cons of individual decision making ?
28. What are reasons for poor listening ?
29. Discuss about formal communication.
30. What is rumour ? How can it be managed ?
31. Discuss about group think and group shift. **(6×4=24 Marks)**

SECTION – D

IV. Answer **any 2** questions **not exceeding four** pages. **Each** question carries **15** marks.

32. "The objectives of communication are many and varied." Discuss.
 33. What are the essentials of effective communication ?
 34. Discuss about mobile phone etiquettes in workplace.
 35. What are the barriers of communication ? **(2×15=30 Marks)**
-