

Reg. No. :

Name :

Fourth Semester B.B.A Degree Examination, July 2019

Career Related First Degree Programme under CBCSS

Group 2(b)

**Core Course : BM 1444 SKILL ENHANCEMENT AND EMPLOYABILITY
ORIENTATION**

(2014 – 2016 Admission)

Time : 3 Hours

Maximum Marks : 80

SECTION-A

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

1. Define Report.
2. What is Non - verbal communication?
3. Define Interview.
4. What is a resume'?
5. What is Intrapersonal Communication?
6. What is Encoding?
7. What is Transactional Analysis?
8. What is public speaking?

9. What is etiquette?
10. What is conflict?

(10 × 1 = 10 Marks)

SECTION - B

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

11. What is time management?
12. What are critical and creative thinking?
13. Explain the relationship between a resume and an application letter.
14. What are the advantages of formal communication?
15. Discuss memos.
16. Discuss the guidelines to write a description.
17. State the significance of handshake in communication.
18. Discuss Proxemics.
19. Explain brainstorming.
20. What are the preparations required for an interviewee for the interview?
21. What are the essentials for drafting a letter of resignation?
22. What are the purposes of conducting meetings in business organisations?

(8 × 2 = 16 Marks)

SECTION - C

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

23. What are the components of communication process?
24. Discuss about grapevine communication.

25. "Effective communication is a building block of successful organizations". Explain.
26. What are the components of non - verbal communication?
27. Discuss the process of running an effective meeting.
28. How to improve intercultural communication?
29. Discuss corporate dressing and personal grooming.
30. Discuss the types of listening.
31. Discuss about upward communication.

(6 × 4 = 24 Marks)

SECTION - D

- IV. Answer any **two** questions not exceeding 4 pages. Each question carries 15 marks.
32. Discuss interview etiquette.
 33. How to overcome barriers of communication?
 34. Explain seven C's of communication?
 35. Explain the importance of a resume.

(2 × 15 = 30 Marks)