

PG Odd Semester (CBCS) Exam., November—2016

BUSINESS ADMINISTRATION

(1st Semester)

Course No. : MBACC-107

(Business Communication and Soft Skills)

Full Marks : 70

Pass Marks : 28

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

Answer **all** questions

1. Define soft skills. Discuss the key differences between soft skills and hard skills. Highlight the importance of soft skills for managers. 2+7+5=14

OR

2. "First Impression is the Best Impression." Justify the statement with suitable examples. Discuss the role of etiquette in image management. 7+7=14

3. Discuss the qualities of an effective public speaker. Cite examples. Illustrate the usefulness of feedback in communication. 7+7=14

4. Compare and contrast between informative and persuasive writing. Describe the principles of effective writing with examples. 5+9=14

OR

5. You are the proprietor of a sports equipment showroom. Write a letter to your supplier requesting for enhancing credit period. Write the letter in semi-block form. 14

6. Highlight the basic criteria for preparing and delivering a business presentation. Also mention how to use graphical aids in presentation. 8+6=14

OR

7. Write notes on the following : 7+7=14
(a) Do's and donot's of group discussion
(b) Telephone etiquettes

8. Why is time management essential for a manager? Discuss the strategies for effective time management. 6+8=14
