

QP CODE: 25021096



Reg No :

Name :

**BBA DEGREE (CBCS) REGULAR / REAPPEARANCE / MERCY CHANCE
EXAMINATIONS, FEBRUARY 2025**

Sixth Semester

Bachelor of Business Administration

**CORE COURSE - BA6CRT30 - COMMUNICATION SKILLS AND PERSONALITY
DEVELOPMENT**

2017 Admission Onwards

6965980D

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. Mention some occasions on which businessmen have to make a speech .
2. What is group presentation ?
3. What do you mean by Monotone voice in presentation ?
4. What are business messages?
5. What do you mean by proof reading in a message?
6. What are blogs?
7. Write a note on wikis.
8. What is interview letter?
9. What are correctional interview?
10. What is GD protocol?
11. What is extempore?
12. What is dialogue?

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*





13. List the various strategies for planning and preparation of speech.
14. Explain presentation as a part of Job Interview.
15. Explain the factors to be considered while choosing the media and channels for brief business messages.
16. State the advantages and disadvantages of an email.
17. What is application follow up?
18. Explain the various steps in an interview.
19. Explain the various features of a group discussion.
20. Explain the personal traits of a candidate evaluated in group discussion.
21. How to get the best of group discussion?

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Explain the guidelines for effective presentation.
23. Discuss different types of social media networking.
24. Describe the various steps in resume writing.
25. Explain the guidelines for effective participation in group discussion.

(2×15=30)

