



MC-3516

First Year B.B.A. (Sem. - II) (CBCS) Examination
September / October - 2013
Communication & Soft Skills - II

Time : 3 Hours]

[Total Marks : 70

Instructions :

(1)

नीचे दृश्यांकन निशानीवाणी विगतो उत्तरपत्री पर अवश्य कभवी. Fillup strictly the details of signs on your answer book.	Seat No.:
Name of the Examination :	<input type="text"/>
<input checked="" type="checkbox"/> F. Y, B. B. A. (Sem. - 2) (CBCS)	<input type="text"/>
Name of the Subject :	<input type="text"/>
<input checked="" type="checkbox"/> Communication & Soft Skills - 2	<input type="text"/>
Subject Code No. : <input type="text" value="3"/> <input type="text" value="5"/> <input type="text" value="1"/> <input type="text" value="6"/>	<input type="text"/>
Section No. (1, 2,.....) : <input type="text" value="Nil"/>	<input type="text"/>
	Student's Signature

- (2) Indicate clearly the options you choose.
(3) Figures to the right indicate marks.

1 (a) Sahaj Developers, Ahmedabad require Architects in 14
a mega construction project launched by them. Prepare
an application with a detailed resume for the same.

OR

(b) As the Personnel Manager, Sylvan Plastics, Vapi, draft
a letter to be sent to a candidate offering the post of
a Marketing Executive.

2 Draft the minutes of the 16th meeting of Board of 14
Directors of Hyper Marketing Pvt. Ltd., New Delhi.

OR

(a) Explain the role of a moderator in conducting meetings. 7
(b) Draft the Notice and Agenda for the Annual General 7
Meeting of Popular Publications Ltd., Pune.

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[Contd...

- 3** Answer any **two** of the following : **14**
- (a) “Goals must always be SMART.” Discuss in detail what you mean by the acronym ‘SMART’.
 - (b) Comment on the importance of setting goals to achieve success.
 - (c) “Goals are dreams with a deadline and action plan.” Explain.
- 4** Attempt any **two** of the following : **14**
- (a) Describe the ways through which one can be more confident.
 - (b) What is Assertiveness ? Discuss the ways to develop it.
 - (c) Comment on the significance of self-talks and autosuggestions.
- 5** Answer the following : (any two) **14**
- (a) What is Time-Management ? Why is it important to manage time ?
 - (b) Explain what Time-Stealers are and how they can be avoided ?
 - (c) Discuss the steps to be taken for effective Time Management.
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