



21101403

QP CODE: 21101403

Reg No : .....

Name : .....

**BBA DEGREE (CBCS) EXAMINATION, APRIL 2021**

**Sixth Semester**

Bachelor of Business Administration

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

2017 Admission Onwards

46180497

Time: 3 Hours

Max. Marks : 80

**Part A**

Answer any **ten** questions.

Each question carries **2** marks.

1. What is Intrapersonal Communication ?
2. What is presentation ?
3. What is Interview presentation?
4. What is electronic media?
5. What is formatting in an email?
6. What is instant messaging?
7. What are corporate blogs?
8. What is letter of reference?
9. What is an interview?
10. Write a note on Group leadership.
11. What is GD protocol?
12. What is conversation?

(10×2=20)

**Part B**

Answer any **six** questions.

Each question carries **5** marks.



13. What are the various visual elements that should be taken care of delivering the speech?
14. List the various strategies for planning and preparation of speech.
15. Explain the factors to be considered while choosing the media and channels for brief business messages.
16. Draft an email to a manufacturer cancelling an order because of undue delay in the supply of goods.
17. What is application follow up?
18. How should a candidate behave during a job interview?
19. Explain the relevance of topics in group discussion.
20. How to get the best of group discussion.
21. Distinguish between debate and extempore.

(6×5=30)

### Part C

Answer any **two** questions.

Each question carries **15** marks.

22. Explain the guidelines for effective presentation.
23. What are the essentials for writing for social media?
24. Describe the various steps in resume writing.
25. What is GD? What are its objectives? What should a participant do in GD?

(2×15=30)

