



QP CODE: 22101222



22101222

Reg No :

Name :

BBA DEGREE (CBCS) REGULAR / REAPPEARANCE EXAMINATIONS, APRIL 2022

Sixth Semester

Bachelor of Business Administration

CORE - BA6CRT30 - COMMUNICATION SKILLS AND PERSONALITY

DEVELOPMENT

2017 Admission Onwards

9B84E18B

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. How can you become an authentic speaker?
2. List down the ways to overcome nervousness.
3. What is Interview presentation?
4. Differentiate between oral message and written message.
5. State three conditions that qualify a good business writing.
6. What is meant by email forwarding?
7. What are genre blogs?
8. What is skill resume?
9. Give the differences between situational interview and behaviour interview.
10. What is group leadership?
11. Explain the term extempore.
12. What is audio video recording?

(10×2=20)

Part B

*Answer any **six** questions.*

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





13. What are the qualities of a good speech?
14. How can we overcome the boredom factors of presentation?
15. Explain the challenges in communicating through mobile devices.
16. What are the points to be considered while using the language of an email?
17. Give the guidelines for a good resume.
18. What are the various interview medias apart from face to face meeting used by the employer to interview the candidates?
19. Enumerate 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. How to make an effective speech?
23. "Writing an email is not different from writing a business letter". Discuss.
24. What points to be considered for writing CV?
25. Explain the guidelines for effective participation in group discussion.

(2×15=30)

