Sanjay Ghodawat University, Kolhapur

2019-20

Established as State Private University under Govt. of Maharashtra. Act No XL, 2017

Year and Program: F.Y.BBA | **School of Commerce and Management** | **Department: FY BBA**

Course Code: MBC106 | **Course Title: Professional Communication Skills-II** | **Semester – II**

Day and Date: Thursday 26/12/19 | **End Semester Examination** | **Time: 3 hrs, Max Marks: 100** 10:30am to 1:30 pm

Instructions:
1) All Questions are compulsory.
2) Draw suitable diagram wherever required.
3) Figures to the right indicate full marks.

		Marks	Level	COs
Q.1	**Attempt the following**			
a)	**I. Answer True or False. (Any Five)**	10	1	
	i. In business letters a salutation is generally followed by a comma or a colon.	5		1
	ii. The date on a business letter should appear after the salutation.			1
	iii. Memos are sent to people inside organization.			2
	iv. The secret of good business letter is to write simply in an easy and natural way.			2
	v. In a group discussion, one must communicate with hostility.			3
	vi. Information in your presentation should be disorganized.			3
	II. Fill in the blanks choosing the best alternative from the ones given below. (Any Five)	5		
	i. Which of these make the business letter effective? a) seven Samurais b) seven effective habits c) seven C's of communication d) seven wonders			4
	ii. A business letter with concreteness presents facts and figures in a _____ way. a) poetical b) straightforward c) technical d) universal			4
	iii. The index forms a part of the _____. a) front matter b) end matter c) glossary d) main body			5
	iv. Minutes of business meeting is _____. a) A list of task performed b) list of items discussed c) A list of supplies needed d) an invitation with date & time			5
	v. Reading out a presentation is _____. a) allowed b) helpful c) not allowed d) dull			6
	vi. The group discussion evaluates the candidate's ability to __. a) argue with others b) lead others c) control others d) confer with others on given subject			6

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	b)	**Answer the short notes. (Any Five)**	10	1	
		i. Presentation Techniques			4
		ii. Stages of Group formations			4
		iii. The chronological resume			5
		iv. Types of Cover Letter			5
		v. Job Interview Process			6
		vi. Open Questions in the Interview.			6
Q.2		**Attempt the following.**			
	a)	You are Snehal Mali, the Librarian of Sanjay Ghodawat University, Kolhapur. You have been asked to place an order for some books for the library. Write a letter to the Sales Manager, S. Chand Book House, Main Road, Noida, placing an order for the books that you need.**(Use Block Format)**	10	3	1
		OR			
	a)	Your University is organizing the State Level Sports meet in January 2020. You require a lot of sports gear for various sports and games. As the Head of Sport Department of your University, write a letter of enquiry to a sport dealer regarding your requirement and prepare quotation of the same assuming yourself as a sport dealer. **(Use Block Format)**	10	3	1
	b)	Draft the notice and agenda of an Annual General Meeting of Deccan Industries Ltd. Also draft minutes of the meeting with the following two resolutions. (a) To Appoint Charted Accountant (b) To issue shares to the investors	10	3	2
		OR			
	b)	You are a F.Y. BBA student and took active part in the industrial visit organized by your department at Ghodawat Group of Industries. Prepare a report of the same.	10	3	2
Q.3		**Attempt the following.**			
	a)	Explain characteristics of a good presentation and list various techniques used for the effective Business Presentation.	10	2	3
		OR			
	a)	Summarize Do's and Don'ts in a Group Discussion and state the various stages involved in the GD.	10	2	3

	b)	Explain Personal SWOT analysis in detail with its importance and role in enhancement of individual's personality.	10	2	4
		OR			
	b)	Summarize Group Dynamics with its importance and state the various stages of its formation.	10	2	4
Q.4		**Attempt any Two.**			
	a)	Illustrate the different types of résumé and the arrangement of key elements in each type.	10	2	5
	b)	You are a post graduate in Business Administration. You would like to apply for the post of Marketing Manager in a reputed firm in Mumbai. Write a cover letter with resume to the Public Relations Officer, Oriental Enterprises, Mumbai, applying for the job.	10	3	5
	c)	Identify different types of cover letter and discuss in detail the structure of cover letter.	10	3	5
Q.5		**Attempt any Two**			
	a)	Examine the importance of Interview and its process in the selection of a candidate.	10	4	6
	b)	Evaluate different techniques of job interview and bring out different types of interview questions.	10	4	6
	c)	Analyze the manners and etiquettes to be maintained during an interview.	10	4	6

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