



Sanjay Ghodawat University, Kolhapur

2018-19

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

Year and Program

School of Commerce and

Department

First year BBA

Management

Bachelor of Business

Course Code: MBC106

Course Title

Administration

Professional Communication

Semester – Even(II)

Skills II

Day and Date Friday

End Semester Examination

Time: 3 hrs, Max Marks: 100

24/5/2019

10.30 to 1.30 pm
am

Instructions:

- 1) All Questions are compulsory.
- 2) Figures to right indicate marks.

		Mark	Level	COs
Q.1	Attempt the following questions.			
a)	Read the following statements and identify whether they are True or False. Correct the false statements and rewrite them.(Any 5)	10		
	1. Use blind copies when you want to protect the privacy of the recipients of large mailings.	3	CO1	
	2. Quotation letter includes all the essential terms and conditions regarding the business.	2	CO1	
	3. Email to supervisors and colleagues don't need careful writing and proof reading.	3	CO1	
	4. Effective public speaking involves understanding your audience and choosing appropriate elements for engaging the audience in your speech.	3	CO3	
	5. Notice of the meeting with agenda is not previously provided to the members.	2	CO3	
	6. Correctness is not the quality of communication. Incorrect message is not hazardous for the business	3	CO3	
b)	Answer the following questions in short (Any 5)	10		
	1. Why Goal setting is important in professional and personal life?	2	CO4	
	2. What are the different types of Resume?	2	CO5	
	3. Explain the reasons of writing cover letter.	2	CO5	
	4. Why SWOT analysis technique is implemented in business organizations?	3	CO4	
	5. What are the characteristics of Job Interview?	2	CO6	
	6. What is the importance of Time management?	2	CO4	
Q.2	Answer the following questions in detail.			
a)	Demonstrate all the seven C's of communication.	10	3	CO1
	OR			
a)	Illustrate the format of the business letter with the suitable examples.	10	3	CO1

ESE

- b) As a production manager of the electrical goods manufacturing company, write a report to the General manager of the reasons of sudden decrease in production, also suggest remedies. Use appropriate type of report. 10 4 CO1

OR

- b) Assume that you are the secretary of Parimal Steel Corporation Ltd, Kolkata. Write a notice and agenda of the Annual General Meeting of the Board of Directors. Also send them Minutes of the meeting 10 4 CO2

Q.3 Answer the following questions (any two)

- a) What are the important techniques of effective presentation? 10 4 CO3

OR

- a) Illustrate with suitable example which qualities of the candidate are assessed in Group Discussion. 10 4 CO3

- b) Explain the term Group Dynamics in terms of its characteristics, stages and types. 10 3 CO4

OR

- b) Write a detailed note on interpersonal Communication with its types and examples. 10 3 CO4

Q.4 Answer the following questions (any two)

- a) 10 4 CO5

JOB OPPORTUNITY

A leading engineering company requires the services of the following.

1. ACCOUNTS ASSISTANT:-
B.Com with minimum 1 year experience of vouchers, data entry and petty cash book is mandatory.

2. PURCHASE OFFICER:-
minimum 3 years experience in purchasing of lite engineering items, tools, consumables, hardware and miscellaneous items for an engineering company sound knowledge of market, sourcing & ngotiation is mandatory.

Good remuneration and benefits will be provided.
Apply in confidence Email: careers.bet@gmail.com or
Box No. 844 C/o Jang Karachi.

Refer the above advertisement and apply for the post of Purchase Officer. Imagine that you are having necessary qualification and experience. Write your resume in appropriate format with all the necessary details.

- b) Demonstrate the importance of cover letter, with its types and format. 10 3 CO5
- c) Assume that you are BBA graduate and wish to apply for the post of Asst. Manager in Gadade Furnitures, Sangli, write cover letter with all the necessary details. 10 4 CO5

ESE

Q.5 Answer the following questions (any two)

- | | | | | |
|----|--|----|---|-----|
| a) | Illustrate the process of Job interview in Pre- In- Post interview stages with suitable example. | 10 | 4 | CO6 |
| b) | Write a detailed note on the manners and etiquettes of job interview with the suitable examples. | 10 | 3 | CO6 |
| c) | Write the suitable answers to the following questions generally asked during interview. | 10 | 4 | CO6 |
| | A) Tell me about yourself. | | | |
| | B) Why should we hire you? | | | |
| | C) What is your greatest strength? | | | |
| | D) What is your greatest weakness? | | | |
| | E) Why do you want this job? | | | |

ESE