

B. B. A. Sem. II

Busi. Comm.

: નોંધ :

23 OCT 2020

Sub code. 20238

૧. દરેક પ્રશ્નનો [a] અથવા [a(i)] અને [a(ii)] જ લખવાના રહેશે.

૨. પ્રશ્ન : ૧[a] અથવા ૧[a(i)] અને ૧[a(ii)] તથા ૨[a] અથવા ૨[a(i)] અને ૨[a(ii)] ના 14 માર્ક્સ ના બદલે ૧૮ માર્ક્સ રહેશે.

૩. પ્રશ્ન : ૩[a] અથવા ૩[a(i)] અને ૩[a(ii)] તથા ૪[a] અથવા ૪[a(i)] અને ૪[a(ii)] ના 14 માર્ક્સ ના બદલે ૧૭ માર્ક્સ રહેશે.

૪. દરેક પ્રશ્નનો પ્રશ્ન નં ૧(b), પ્રશ્ન નં ૨(b), પ્રશ્ન નં ૩(b) તથા પ્રશ્ન નં ૪(b) (ટુંકા પ્રશ્નો) વિદ્યાર્થીએ લખવાના નથી.

Q-1 (A) A reputed Company is looking for an M.B.A. in Finance with 2/3 yrs. of experience who should be young and self-motivated person with effective communication skills. Draft an application and Resume for the same. [14]

OR

Q-1 (A) (i) Define the word “soft skills”. How it is important in the work place? [07]

(ii) Elaborate: How to develop Interpersonal communication. [07]

Q-1 (B) Answer the following questions : (Any Four) [04]

- (1) Differentiate between CV and Resume.
- (2) Differentiate between Resume and Bio-Data.
- (3) What is soft skill?
- (4) Name the types of soft skills.
- (5) Name the types Job application.
- (6) Name the most important part in resume.

Q-2 (A) Elaborate: Verbal and Non-Verbal Communication with appropriate examples. [14]

OR

Q-2 (A) Draft the following letters: [07]

- (i) Appointment Letter. [07]
- (ii) Resignation Letter. [07]

Q-2 (B) Answer the following questions : (Any Four) [04]

- (1) What do you mean by body language?
- (2) What is paralanguage?
- (3) What is Proximics?
- (4) What is Testimonial?
- (5) What is Image building?
- (6) What do you mean by Public Relations?

Q-3 (A) Explain all the types of Business Reports. [14]

OR

Q-3 (A) (i) A committee has been appointed of five experienced employees to look into the issue of harassment to the female workers by some of the seniors during working hours. Write the report and also give recommendations. [07]

(ii) Draft a proposal for the establishment of Research & Development Centre in your college. [07]

Q-3 (B) Answer the following questions : (Any Three) [03]

- (1) What is Progress Report?
- (2) What is FRI?
- (3) Why bibliography is important?
- (4) Differentiate committee report and individual report.
- (5) What is business proposal?

Q-4 (A) Discuss characteristics of group discussion and explain how qualities of a leader which emerges out of group-discussion. [14]

OR

Q-4 (A) (i) How listening is important in a group discussion? [07]
(ii) Draft an imaginary group discussion on Start-Up India Scheme by Government. [07]

Q-4 (B) Answer the following questions : (Any Three) [03]

- (1) Differentiate group discussion and debate.
- (2) Why sitting arrangement Is Important In group discussion?
- (3) What is the person called who is present during the group discussion?
- (4) What type of meeting is group discussion?
- (5) What is the most important thing in a group discussion?