Roll. No............................ 1212047

BBA / Integrated (MBA) 2nd Semester Examination

June 2013

Communication Skills and Personality Development

Subject Code:  AHL-118

Time Allowed: 03 hours.   Maximum Marks: 100

Before answering the question paper the candidate should ensure that they have been supplied the correct question paper. Complaints in this regard, if any, shall not be entertained after the examination.

Note: Attempt any five questions and all questions carry equal marks.

Q1. What is the difference between formal and informal reports? Mention the points you would need to know if someone asked you to write a report and not an essay.

Q2. Explain the different types of interviews which are prevalent. Also explain the different aspects of writing a good resume in order to succeed in an interview. Provide relevant examples wherever possible.

Q3. What are the different elements of SWOT analysis? Explain how one can use this concept while dealing with people through various means of communication.

Q4. Discuss various kinds of group dynamics necessary for a public speaker. Also explain the effectiveness of the Six C’s of communication in relation to these.

Q5. What are the important aspects of a debate? Using these tools write a debate on the topic “Is Capitalism failing?”

Q6. Give a short note on following topics:
   i) Listening Skills   ii) Effective Presentation
   iii) Resume   iv) Role of Visional Presentation
   v) Gesture