



Roll No:

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BBA
(SEM III) THEORY EXAMINATION 2025-26
SOFT SKILLS -2

TIME: 3 HRS

M.MARKS: 70

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1. Attempt all questions in brief.

2 x 7 = 14

Q no.	Question	Marks	C O
a.	What is meant by business communication?	2	1
b.	Mention one technique to overcome communication barriers.	2	2
c.	What is meant by business writing?	2	2
d.	What is the importance of recommendations in a report?	2	3
e.	Define an analytical report.	2	3
f.	What is meant by an agenda in a meeting?	2	4
g.	What is video conferencing?	2	5

SECTION B

2. Attempt any three of the following:

7 x 3 = 21

a.	Explain different models of communication.	7	1
b.	Describe the structure of a formal business letter.	7	2
c.	Explain the difference between informational and analytical reports.	7	3
d.	Discuss different types of meetings and their importance.	7	4
e.	Describe the structure of an effective job application letter.	7	5

SECTION C

3. Attempt any one part of the following:

7 x 1 = 7

a.	A company's departments work in isolation, causing project delays. Analyse the situation and suggest how effective business communication can improve coordination.	7	1
b.	A supervisor communicates instructions only verbally, leading to confusion. Suggest appropriate communication methods to ensure clarity.	7	1

4. Attempt any one part of the following:

7 x 1 = 7

a.	A new business wants to contact multiple suppliers for quotations. Explain how inquiry letters should be drafted to create a professional image.	7	2
b.	Miscommunication occurs due to verbal instructions within departments. Explain how memos can improve internal communication.	7	2

5. Attempt any one part of the following:

7 x 1 = 7

a.	A report submitted by a trainee lacks structure and clarity. Analyse the issue and suggest how to improve report format and content.	7	3
b.	Executives avoid reading lengthy reports. Explain how effective documentation techniques can improve readability.	7	3



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Subject Code: BBA305

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6. Attempt any *one* part of the following:

7 x 1 = 7

a.	Employees hesitate to express opinions during meetings. Explain how interpersonal communication techniques can encourage participation.	7	4
b.	Meetings consume excessive time but produce no results. Explain how effective meeting management can improve outcomes.	7	4

7. Attempt any *one* part of the following:

7 x 1 = 7

a.	An employee writes casual emails to international clients. Explain how email etiquette affects organizational image.	7	5
b.	A fresher sends the same resume to all companies and gets no response. Explain how resume customization improves employability.	7	5

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