# PG Odd Semester (CBCS) Exam. December, 2022

## Business Administration

(1st Semester)

Course No: CP-107 (O)

**(Business Communication & Soft Skills)**

*Full Marks: 70*

*Pass Marks : 28*

Time: 3 hours

The figures in the right margin indicate full marks for the question.

1. What do you mean 'Self-Awareness"? Discuss the Johari Window model of self awareness with suitable examples. 14

Or

2. What do you mean by 'image management'? Highlight five key elements required for building a wining image. Also mention why image management is essential in corporate world. 2+7+5=14

3. Case :

The Vice President of a company was being given a farewell by the employees with who he had worked for more than 25 years. Comaraderic, reflections, sharing of thoughts and memories, lots of wine and plenty of food could sum up the mood of the party. The CEO walked into join the party and he soon was requested to deliver a short speech looking at the mood and the spirit of the occasion. The CEO, a fluent speaker, stood up and

delivered a great speech, marked with touches of gentle humour, about life after retirement, what the Vice President meant to the company and to him personally, how he had reached such heights and yet never compromised his values, and that his exit would be a difficult space to fill in. As the CEO spoke, all eyes were fixed on him. Most employees were serious, watchful, and paying fall attention. Some were clearly indifferent. A few proactive listeners, however, enjoyed every bit of what the CEO said which quite evident from their body language. Their smiling faces, twinkling eyes, and occasional head nods, in agreement with what the speaker said, were indicative of their level of involvement and enjoyment. In other words, they had tuned themselves to whatever the CEO was saying. However, midway through his speech, the CEO sensed that his speech was becoming a little too stretched, so he cut short his speech and wished the Vice President all the good health and peace.

Questions :

(a) Did everybody receive the massage the same way? Why? 3

(b) How should a CEO approach his speech preparation for such an occasion? 4

(c) How do listing skills differ according to place, person, and time? Explain in the context of above question. 7

4. Write a detail note on Business Report. 14

Or

5. (a) You are working as a Regional Marketing Manager of Reliance Digital, India. You want to enhance sales of the company. The festive season is about to start, and you want to give a boost to the sales of the company. Write a persuasive promotional letter to your existing customers to avail exciting offers of the season. 7

(b) Describe the structure of a business letter. 7

6. Discuss various types of job interviews. 14

Or

7. What are the guiding principles of writing an e-mail. Discuss the essential e-mail etiqueettes. 7+7=14

8. What are the steps involved in stress management process? Discuss how stress can be managed in today's organisational environment. 4+10=14

*****