

(Pages : 3)

Reg. No. :

Name :

Fourth Semester B.B.A. Degree Examination, May 2021
Career Related First Degree Programme Under CBCSS

Group 2(b)

Core Course

BM 1444 : SKILL ENHANCEMENT AND EMPLOYABILITY ORIENTATION
(2017 – 2018 Admission)

Max. Marks : 80

Time : 3 Hours

PART – A

Answer **all** questions. Each answer should be in **one** word or in **two** sentences.

1. Expand SWOT.
2. What do you mean by self-esteem?
3. What is public speaking?
4. Explain written communication.
5. What you mean by bio sketch?
6. What you mean by memo?
7. What you mean by Mobile phone etiquette?
8. What is personal grooming?
9. What you mean by body language?
10. Expand CV.

(10 × 1 = 10 Marks)

P.T.O.

PART - B

Write short notes on any eight questions. Each answer not to exceed 60 words.

11. Explain the difference between Interpersonal and Intra personal communication.
12. Explain the differences between oral and written communication.
13. What you mean by self-efficacy?
14. What you mean by mind mapping?
15. What you mean by time management?
16. Define oral communication.
17. What you mean by proxemics?
18. What you mean by GD?
19. Define self-motivation.
20. What you mean by assertive communication style?
21. What you mean by personal grooming?
22. What is creative thinking?

(8 × 2 = 16 Mar

PART - C

Write short essay on any six question. Each answer not to exceed 120 words.

23. Explain the interview etiquette.
24. Differences between CV and Resume.
25. Explain the difference between EQ and IQ.
26. Discuss the various steps in effective writing.

27. Differentiate inter personal and intra personal communication.
28. Explain the stages of public speaking.
29. Explain the essentials of good business writing.
30. Explain email etiquettes.
31. What are the four listening strategies?

(6 × 4 = 24 Marks)

PART – D

Write long essay on any two questions. Each answer not to exceed 400 words

32. Explain the barriers of communication.
33. What do you mean by self-development? How self-development contributes to effective communication?
34. What is memo? When it is used? Discuss its advantages. Draft a specimen memo asking for explanation for not attending duty.
35. What is meant by interview? What are its various types?

(2 × 15 = 30 Marks)

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Fourth Semester B.B.A. Degree Examination, May 2021

Career Related First Degree Programme under CBCSS

Group 2(b)

Core Course

BM 1444 : SKILL ENHANCEMENT AND EMPLOYABILITY ORIENTATION

(2019 Admission Regular)

Max. Marks : 80

Time : 3 Hours

PART – A

Answer **all** questions. Each answer should be in **one word** or **in two sentences**.

1. What you mean by self-efficacy?
2. What is oral communication?
3. What you mean by enclosure in a letter?
4. What you mean by a complaint?
5. What you mean by etiquette?
6. What is a quotation?
7. What you mean by mind mapping?
8. What is self-development?

P.T.O.

9. What you mean by SQ?
10. What is meant by Interview'?

(10 × 1 = 10 Marks)

PART - B

Write short notes on any eight questions. Each answer not to exceed 60 words.

11. What you mean by EQ?
12. What you mean by exit interview?
13. What you mean by assertive communication?
14. Define kinesics.
15. What is grapevine communication?
16. What is IQ?
17. What is perception?
18. What is the art of writing called?
19. What is conflict?
20. Explain stress management.
21. Define interpersonal communication.
22. What is proxemics?
23. What you mean by nonverbal communication?

24. What you mean by lateral communication?
25. What is listening skill questionnaire?
26. What is business writing?

(8 × 2 = 16 Marks)

PART – C

Write short essay on **any six** questions. Each answer not to exceed **120 words**.

27. What are the principles of effective communication?
28. Explain the mobile etiquette.
29. Explain the differences between covering letter and Resume.
30. Explain the principles of effective writing.
31. Explain the elements of speech.
32. What are the advantages of oral communication?
33. Explain the importance of body language in communication.
34. What are the reasons of poor listening?
35. Explain the techniques for time management.
36. Explain how emotional intelligence can be improved.
37. Describe the various types of interview.
38. Explain different types of meeting arrangements.

(6 × 4 = 24 Marks)

PART - D

Write long essay on **any two** questions. Each answer not to exceed **400** words.

39. What you mean by self-development? How self-development is possible?
40. What you mean by resume? Explain the layout of the resume? Draft you own resume.
41. What you mean by interview? Explain the interview process.
42. Explain the various objectives of communication.
43. Explain in detail the interview process.
44. What you mean by business writing? Explain the essentials of good business writing.

(2 × 15 = 30 Marks)

Fourth Semester B.B.A. Degree Examination, August 2022

Career Related First Degree Programme Under CBCSS

Group 2(b)

Core Course

BM 1444 : SKILL ENHANCEMENT AND EMPLOYABILITY ORIENTATION

(2019 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Write short answers to **ten** questions in one or two sentences each. Each question carries **1** mark.

1. What is Resume?
2. What is Self-efficacy?
3. What is Acceptance Letter?
4. Define Group Discussion.
5. What is Encoding?
6. What is Stress?
7. Define etiquette?
8. What do you mean by Exit Interview?

9. What is Videophone?
10. What is Critical Thinking?

(10 × 1 = 10 Marks)

SECTION – B

Short answer questions (Not to exceed **one** paragraph) Answer any **eight** questions. Each question carries **2** marks.

11. What is importance of communication?
12. What is Mobile phone Etiquette?
13. What do we mean by Non-verbal communication?
14. What do we mean by noise in communication process?
15. What is SQ and EQ?
16. What do we mean by verbal communication?
17. What is the difference between active and passive voice?
18. What is Stress Management?
19. What is a Debate?
20. What is Critical Thinking?
21. What is the difference between listening and hearing?
22. What is Dress Code?
23. Define Observation.
24. Define Oral communication.
25. What is informal Communication?
26. What is Listening?

(8 × 2 = 16 Marks)

SECTION – C

Short essay questions. (not to exceed 120 words) Answer any **six** questions. Each question carries **4** marks.

27. State the objectives of Communication.
28. What is Listening? What are the barriers of good listening?
29. Write a resignation letter to an employer.
30. What are the different types of meeting arrangements?
31. What are the differences between Critical Thinking and Creative Thinking?
32. Write the Principles of Effective writing?
33. What are the methods for Time Management?
34. Explain the steps for improving public speaking?
35. What are the features of Mind Mapping?
36. Explain the steps for improving personal memory?
37. What the characteristics of Group communication?
38. State the features of Communication.

(6 × 4 = 24 Marks)

SECTION – D

Long essay questions. Answer any **two** questions. Each question carries **15** marks.

39. What is Interview? What are the types of Interviews?
40. Write a CV and a Covering Letter for the post of Sales Manager.
41. Explain in detail the barriers to Communication.

42. What is Conflict? What are the methods for Conflict Management?
43. Write a Resume and a Covering Letter for the post of Production Manager.
44. What is etiquettes? Explain the different types of Etiquettes.

(2 × 15 = 30 Marks)

Fourth Semester B.B.A. Degree Examination, August 2022

Career Related First Degree Programme under CBCSS

Group 2(b)

Core Course

BM 1444 : SKILL ENHANCEMENT AND EMPLOYABILITY ORIENTATION

(2014-2016 Admissions)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Very short answer type questions (One word to maximum of **two** sentences)
Answer **all** questions. Each question carries 1 mark.

1. Expand SWOT analysis.
2. What is etiquette?
3. What do you mean by self-empowerment?
4. What is Emotional Intelligence?
5. What do you mean by distress?
6. What is interpersonal communication?
7. Define conflict.
8. What is routine business letter?

9. Define memo in business.

10. What is paralanguage?

(10 × 1 = 10 Marks)

SECTION – B

Short answer questions (Not to exceed one paragraph) Answer any eight questions.
Each question carries 2 marks.

11. What is mind mapping?

12. What do you mean by personal grooming?

13. What are effective study habits?

14. What is the purpose of covering letters?

15. What are the benefits of time management?

16. Distinguish between self-control and self-monitoring.

17. How is GD differ from Debate?

18. Write any two barriers of effective listening.

19. Mention some of the personality traits in GD.

20. What is a Bio sketch of a job?

21. Distinguish between critical thinking and creative thinking.

22. What do you mean by book reviewing?

(8 × 2 = 16 Marks)

SECTION – C

Short Essay questions (Not to exceed 120 words) Answer any **six** questions. Each question carries 4 marks.

23. Discuss the different ways of enhancing emotional intelligence.
24. Describe the principles of effective writing.
25. Why is it important to plan and prepare the delivery of a speech?
26. What are the requisites of a good CV?
27. Explain the process of interview.
28. What are the essentials of a good business letter?
29. What are the tips for conducting a successful meeting?
30. Briefly explain the barriers of effective communication.
31. What are the different strategies of conflict management?

(6 × 4 = 24 Marks)

SECTION – D

Long essay question. Answer any **two** questions. Each question carries 15 marks.

32. Why the blending hard skills and soft skills is necessary for getting job?
33. Discuss different techniques of self-motivation.
34. Write a letter to the editor of a national daily on "social media addiction".
35. Bring out different etiquette followed by an individual.

(2 × 15 = 30 Marks)

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Reg. No. :

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Fourth Semester B.B.A. Degree Examination, August 2022

Career Related First Degree Programme under CBCSS

Group 2(b)

Core Course

BM 1444 : SKILL ENHANCEMENT AND EMPLOYABILITY ORIENTATION

(2017 & 2018 Admission)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Write short answers to ten questions in one or two sentences each. Each question carries 1 mark.

1. What is Self-efficacy?
2. What is Acceptance Letter?
3. What is Encoding?
4. Define etiquette?
5. What do you mean by Exit Interview?
6. What is ho Sketch?
7. What is Grapevine Communication?

P.T.O.

8. Define Communication?
9. What is Creative Thinking?
10. What is Debate?

(10 × 1 = 10 Marks)

SECTION – B

Short Answer Questions (Not to exceed one paragraph). Answer any **Eight** questions. Each question carries **2** marks.

11. What is importance of communication?
12. What do we mean by noise in communication process?
13. What do we mean by verbal communication?
14. What is the difference between active and passive voice?
15. What is the difference between listening and hearing?
16. What is précis writing?
17. What is an extempore speaking?
18. What is SWOT Analysis?
19. What is conflict?
20. What is Mind Mapping?
21. Define Emotional Intelligence.
22. What is Perception?

(8 × 2 = 16 Marks)

SECTION – C

Short Essay Questions. (Not to exceed 120 words). Answer any Six questions. Each question carries 4 marks.

23. Briefly discuss the barriers of good listening.
24. Write a resignation letter to an employer.
25. What are the methods for Time Management?
26. What are the differences between Critical Thinking and Creative Thinking?
27. Write the Principles of Effective writing?
28. What are the differences between verbal communication and nonverbal communication?
29. Explain the steps for improving personal memory?
30. What the characteristics of Group communication?
31. State the features of Communication.

(6 × 4 = 24 Marks)

SECTION – D

Long Essay questions. Answer any Two questions. Each question carries 15 marks.

32. What is Interview? What are the types of Interviews?
33. Write a CV and a Covering Letter for the post of Sales Manager.
34. Explain in detail the barriers to Communication.
35. Draft an essay on the role of electronics and technology in the development of the Communication System. Illustrate with examples.

(2 × 15 = 30 Marks)

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Reg. No. :

Name :

Fourth Semester B.B.A. Degree Examination, May 2021

Career Related First Degree Programme under CBCSS

Core Course

BM 1444 – SKILL ENHANCEMENT AND EMPLOYABILITY ORIENTATION

(2015 – 2016 Admissions)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer all questions. Each answer should be in **one** word or in **two** sentences.

1. Expand SWOT.
2. What do you mean by self-esteem?
3. What is public speaking?
4. What you mean by self-efficacy?
5. What you mean by etiquette?
6. What you mean by memo?
7. What you mean by mind mapping?
8. What is personal grooming?
9. What you mean by body language.
10. What you mean by SQ?

(10 × 1 = 10 Marks)

P.T.O.

SECTION - B

Write short notes on any eight questions. Each answer not to exceed 60 words.

11. Explain the difference between interpersonal and intra personal communication.
12. Explain the differences between oral and written communication.
13. Define stress management.
14. What you mean by time management?
15. Define oral communication.
16. What you mean by proxemics?
17. What you mean by GD?
18. Define self-motivation.
19. What you mean by assertive communication style?
20. What you mean by lateral communication?
21. What you mean by creative thinking?
22. What is Calligraphy?

SECTION - C

(8 × 2 = 16 Marks)

Write short essay on any six question. Each answer not to exceed 120 words.

23. Explain the interview etiquette.
24. Differences between CV and Resume.
25. Explain the difference between EQ and IQ.
26. Discuss the various steps in effective writing.

27. What are the principles of effective communication?
28. Explain the stages of public speaking.
29. Explain the essentials of good business writing.
30. Describe the various types of interview.
31. What are the four listening strategies?

(6 × 4 = 24 Marks)

SECTION – D

Write long essay on any **two** questions. Each answer not to exceed **400** words

32. Explain the barriers of communication.
33. What do you mean by self-development? How self-development contributes to effective communication?
34. What you mean by business writing? Explain the essentials of good business writing.
35. Prepare a sample CV.

(2 × 15 = 30 Marks)

Fourth Semester B.B.A. Degree Examination, July 2018
Career Related First Degree Programme Under CBCSS
Group 2(b)
Core Course : BM 1444 : SKILL ENHANCEMENT AND
EMPLOYABILITY ORIENTATION
(2014 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

I. Answer **all** questions in **one** or **two** sentences. **Each** question carries **1** mark.

1. What is Communication ?
 2. What is personal SWOT analysis ?
 3. What is emotional intelligence ?
 4. What is stress ?
 5. What is mind mapping ?
 6. What is decoding ?
 7. What is information overload ?
 8. What is semantic barrier ?
 9. What is bio-sketch ?
 10. What is personal grooming ?
- (10×1=10 Marks)**

SECTION – B

II. Answer **any eight** questions **not** exceeding **one** paragraph. **Each** question carries **2** marks.

11. How to make an effective speech ?
12. What is self esteem ?
13. Explain about nominal group technique.
14. Identify the different purpose of writing.

P.T.O.

E – 3566

- 15. How can rumours be managed ?
- 16. Explain about kinesics.
- 17. What are the reasons behind the fail of effective meetings ?
- 18. What are the objectives of a report ?
- 19. Discuss the art of writing.
- 20. Discuss the guidelines to write a narrative.
- 21. Which are the specific skills relevant to written communication ?
- 22. Silence is a method of communication. Discuss. **(8x2=16 Marks)**

SECTION – C

III. Answer **any 6** questions **not** exceeding **one** page. **Each** question carries **4** marks.

- 23. Describe the process of listening in detail.
- 24. What are the advantages and disadvantages of oral communication ?
- 25. Discuss the use of body language in communication.
- 26. Discuss the time management techniques for students.
- 27. What are the pros and cons of individual decision making ?
- 28. What are reasons for poor listening ?
- 29. Discuss about formal communication.
- 30. What is rumour ? How can it be managed ?
- 31. Discuss about group think and group shift. **(6x4=24 Marks)**

SECTION – D

IV. Answer **any 2** questions **not** exceeding **four** pages. **Each** question carries **15** marks.

- 32. "The objectives of communication are many and varied." Discuss.
- 33. What are the essentials of effective communication ?
- 34. Discuss about mobile phone etiquettes in workplace.
- 35. What are the barriers of communication ? **(2x15=30 Marks)**

Reg. No. :

Name :

Fourth Semester B.B.A. Degree Examination, July 2019

Career Related First Degree Programme Under CBCSS

Group 2(b)

Core Course

BM1444 SKILL ENHANCEMENT AND EMPLOYABILITY ORIENTATION

(2017 Admn)

Time : 3 Hours

Max. Marks : 80

PART – A

I. Answer **all** questions in one or two sentences. Each question carries **1** marks.

1. Define SWOT.
2. What is Self esteem?
3. What is stress management?
4. Define public speaking.
5. What is debate?
6. What is bio – sketch?

P.T.O.

7. What is etiquette?
8. Define CV.
9. What is GD?
10. What is Conflict?

(10 × 1 = 10 Marks)

PART – B

II. Answer **any eight** questions not exceeding one paragraph. Each question carries **2** marks.

11. What is emotional intelligence?
12. What is semantic barrier?
13. What is mind mapping?
14. What do you mean by EQ?
15. What is body language?
16. Define memo.
17. What is decoding?
18. Define communication.
19. What is proxemics?
20. What is self control?
21. What do you mean by interpersonal communication?
22. Define time management.

(8 × 2 = 16 Marks)

PART – C

III. Answer **any six** questions not exceeding one page. Each question carries 4 marks.

23. What are the principles of effective writing?
24. Explain assertive communication skills.
25. Write about e-mail etiquette.
26. How to enhance self esteem?
27. Discuss about decision making and problem solving.
28. What are the features mind mapping?
29. Explain different types of interview.
30. How can write acceptance letters?
31. What are the types of body language?

(6 × 4 = 24 Marks)

PART – D

IV. Answer **any two** questions not exceeding four pages. Each carries 15 marks.

32. Explain the different types of meeting arrangements.
33. Explain the barriers to effective communication.
34. What are the different techniques of interviews.
35. Explain about self motivation.

(2 × 15 = 30 Marks)

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Fourth Semester B.B.A Degree Examination, July 2019

Career Related First Degree Programme under CBCSS

Group 2(b)

**Core Course : BM 1444 SKILL ENHANCEMENT AND EMPLOYABILITY
ORIENTATION**

(2014 – 2016 Admission)

Time : 3 Hours

Maximum Marks : 80

SECTION-A

1. Answer **all** questions in one or two sentences. Each question carries 1 mark.
1. Define Report.
2. What is Non - verbal communication?
3. Define Interview.
4. What is a resume'?
5. What is Intrapersonal Communication?
6. What is Encoding?
7. What is Transactional Analysis?
8. What is public speaking?

9. What is etiquette?
10. What is conflict?

(10 × 1 = 10 Marks)

SECTION - B

- ii. Answer any **eight** questions not exceeding one paragraph. Each question carries 2 marks.
11. What is time management?
 12. What are critical and creative thinking?
 13. Explain the relationship between a resume and an application letter.
 14. What are the advantages of formal communication?
 15. Discuss memos.
 16. Discuss the guidelines to write a description.
 17. State the significance of handshake in communication.
 18. Discuss Proxemics.
 19. Explain brainstorming.
 20. What are the preparations required for an interviewee for the interview?
 21. What are the essentials for drafting a letter of resignation?
 22. What are the purposes of conducting meetings in business organisations?

(8 × 2 = 16 Marks)

SECTION - C

- iii. Answer any **six** questions not exceeding one page. Each question carries 4 marks.
23. What are the components of communication process?
 24. Discuss about grapevine communication.

25. "Effective communication is a building block of successful organizations". Explain.
26. What are the components of non - verbal communication?
27. Discuss the process of running an effective meeting.
28. How to improve intercultural communication?
29. Discuss corporate dressing and personal grooming.
30. Discuss the types of listening.
31. Discuss about upward communication.

(6 × 4 = 24 Marks)

SECTION - D

- IV. Answer any **two** questions not exceeding 4 pages. Each question carries 15 marks.
32. Discuss interview etiquette.
 33. How to overcome barriers of communication?
 34. Explain seven C's of communication?
 35. Explain the importance of a resume.

(2 × 15 = 30 Marks)