

END OF SEMESTER EXAMINATIONS, NOVEMBER - 2018
DEVELOPMENT OF MANAGERIAL SKILLS
SUBJECT CODE: 10UEBM01

148

MAJOR: B.B.A
TIME : 3 HOURS

SEMESTER : VI
MAX. MARKS: 75

SECTION – A (10 X 1 = 10)

Answer All the questions:

1. What is solicited enquiry?
2. Give an appropriate complimentary close used in case of letters to superiors.
3. Give an appropriate salutation used in case of letter of application for a post.
4. Is a letter of application a sales letter?
5. What is curriculum vitae?
6. What is press report?
7. What is the first step involved in starting business venture?
8. What is a business model?
9. What is schedules?
10. What is meant by Etiquettes?

SECTION – B (5 X 4 = 20)

Answer any FIVE questions:

11. "The success of a letter depends upon the effectiveness of its opening and closing paragraphs" Discuss.
12. Mention any four situations in which circulars may be issued.
13. What is a joining report? How to write a joining report?
14. Mention the points to be kept in mind while drafting an application for a position.
15. Discuss the purpose for preparing of a self assessment report.
16. What are the hints should be noted by the report writer while drafting a press report.
17. What is the annual budget of a business? How do you prepare budget for a business?
18. Draw an functional organisational chart.

SECTION – C (3 X 15 = 45)

Answer any THREE questions:

19. With reference to an advertisement in "The Industrial Times" write a letter to Calcutta Aluminium co. Ltd., enquiring the prices and terms of sale.
20. Drafting an advertisement inviting application for a English faculty for teaching students from 6th to 10th standard in a school.
21. Draft a curriculum vitae for the post of marketing executive.
22. Explain the steps involved in starting business ventures.
23. Prepare a questionnaire for motivation of employee in an organisation.
