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**BBABME 237**

**III Semester B.B.A. Degree Examination, April 2021  
(Choice Based Credit System)  
(2020 – 21 Batch Onwards) (Elective)  
EXECUTIVE DEVELOPMENT AND SOFT SKILL**

Time : 2 Hours

Max. Marks : 40

- Instructions :** 1) Section A – Answer in **not more than ½ a page each.**  
2) Section B – Answer in **not more than one page each.**  
3) Section C – Answer in **not more than two pages each.**

**SECTION – A**

Answer **any four** questions from the following. **Each** question carries **two** marks.

**(4×2=8)**

1. Define the term 'Soft Skill'.
2. Give the meaning of Ideal self.
3. What do you mean by Visual Communication ?
4. What is Goal setting ?
5. State any two uses of time scheduling.
6. What is meant by Discipline in the organization ?
7. Write a short note on 'Interpersonal orientation'.

**SECTION – B**

Answer **any four** questions from the following. **Each** question carries **four** marks.

**(4×4=16)**

8. Write a short note on SWOT analysis.
9. What are the essentials of effective communication ?
10. Distinguish between teams and groups.

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11. What do you mean by SMART goal setting ? What are the advantages of smart goal setting ?
12. How can work life balance be improved ?
13. What do you mean self-emotions ? What are the components of emotional management ?
14. Briefly explain the steps in listening process.

SECTION – C

Answer **any two** questions from the following. **Each** question carries **eight** marks.

(2×8=16)

15. Explain the steps involved in the process of communication.
  16. What is meant by self-assessment ? State the advantages of self-assessment.
  17. Explain the principles of effective delegation.
  18. Describe the importance of interpersonal skills.
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