

VIDYA VIKAS MANDAL'S,
SHREE DAMODAR COLLEGE OF COMMERCE AND ECONOMICS
T.Y.BBA (FS) SEMESTER V

SEMESTER END EXAMINATION, OCTOBER 2016

SOFT SKILLS

DURATION: 1 Hour

Maximum Marks: 30

Instructions:

- i. All questions are compulsory.
- ii. Figures to the right indicate full marks.
- iii. Begin each question on a new page.

Q.1.A. You re an irate (angry) customer who has received an (05)

Over charged electricity bill and has called up the electricity department. Draft the telephone conversation .

Q.II.A. Draft a press release announcing the opening of your new (05)

business venture.

Q.II.B. Draft a display advertisement for a unique power bank. (05)

Q.III.A. Answer **any three** of the following questions: (3x5=15)

(i) The Advantages & Disadvantages of Multimedia SMS.

(ii) Types of netiquette .

(iii) advantages of video conferencing .

(iv) different types of advertising .