

VIDYA VIKAS MANDAL'S  
SHREE DAMODAR COLLEGE OF COMMERCE & ECONOMICS  
T.Y.B.B.A. (FS), SEMESTER-V  
SEMESTER END EXAMINATION, April. 2016

**SOFT SKILLS-IV**

Duration: 1 Hour

Maximum Marks: 30

**Instructions:**

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

**Q.I.A.** Draft a telephone conversation to convince a client not to cancel an order for crockery items he/she has placed and apologise to her for failure to deliver in time. (05)

**Q.II.A.** Draft a Press Release to announce the launch of an eco-friendly initiative by your company. (05)

**Q.II.B.** Draft a display advertisement for a newly launched brand of Mobile Phone. (05)

**Q.III.A.** Answer any three of the following questions: (3\*5=15)

- (i) What is an SMS? Discuss its applications, advantages and disadvantages.
- (ii) What is an E-Mail? Explain its advantages and disadvantages.
- (iii) Discuss the netiquettes that must be followed in an e-mail/online chat.
- (iv) What is Video Conferencing? Explain its applications and advantages.
- (v) What are the telephone etiquettes to be kept in mind while making a call?

\*\*\*\*\*ALL THE BEST\*\*\*\*\*