

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*****