

VIDYA VIKAS MANDAL'S
SHREE DAMODAR COLLEGE OF COMMERCE & ECONOMICS
T.Y.B.B.A. (FS), SEMESTER-V
SEMESTER END EXAMINATION, OCTOBER 2015

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. You are the HR Manager at Retulla Publishing Pvt. Ltd. Draft a telephone conversation for booking accommodation at a hotel for 50 employees of your firm who will be attending a conference in the next month. (05)

Q.II.A. Draft a Press Release for announcement of your company's amalgamation with Jetlay Electronics Pvt. Ltd. (05)

Q.II.B. Draft a display advertisement for a newly launched alarm clock. (05)

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

- (i) What is an E-Mail? Explain its advantages and disadvantages.
- (ii) What does SMS stand for? Discuss its applications and advantages.
- (iii) What is Instant Messaging? Explain its advantages.
- (iv) Give a comparison of SMS and Instant Messaging.
- (v) What is Video Conferencing? Discuss its applications and uses.

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