

B.B.A. First Year (Forest Management and Eco-Tourism) CBCS Pattern Semester-II
002 - Paper-II - Soft Skill Development-II

P. Pages : 1

Time : Two Hours



GUG/S/25/14293

Max. Marks : 60

1. Solve **any four** terms. **12**
- a) Business Etiquette.
 - b) Customers at home.
 - c) Projecting a winning personality.
 - d) Assertive communication
 - e) Developing selling skill.
2. a) Describe the concept of Self awareness with examples. **12**
- OR**
- b) What is business etiquette, and why is it important in maintaining a professional image? **12**
Discuss how adhering to business etiquette can impact relationships with colleagues, clients, and superiors.
3. a) Define culture and explain its significance in shaping communication styles. Explain the concept of intercultural communication. **12**
- OR**
- b) Define “industry” and explain its role in the economy. discuss how industries contribute to economic growth and employment opportunities. Describe the different types of industries (primary secondary, and tertiary) with examples. **12**
4. a) Explain the importance of developing strong selling skills in the sales profession. Describe the process of initiating a sales conversation with a potential client. **12**
- OR**
- b) Explain why handling objections is a crucial skill in the sales process. Describe the techniques for closing a sale. **12**
5. a) Define assertive communication and explain how it differs from passive and aggressive communication. **12**
- OR**
- b) Discuss the relationship between time management and stress management. How can poor time management contribute to increased stress levels, and what are the ways to balance both effectively? **12**
