**BBA (TOURISM MANAGEMENT)**

**Semester IV**

**BM 1444 SKILL ENHANCEMENT & EMPLOYABILITY ORIENTATION**

**Section A. One or Two Sentence Questions (1 Mark)**

1. What is a personal SWOT analysis?
2. Define EQ.
3. Expand the abbreviation SQ.
4. What is meant by self-monitoring?
5. State one method to manage stress.
6. Define time management.
7. What is interpersonal communication?
8. Mention one component of effective oral communication.
9. What do you mean by bio-sketch?
10. Name any one type of formal letter.
11. What is a memo?
12. Define etiquette in one sentence.
13. What is mobile phone etiquette?
14. Mention one example of assertive communication.
15. What is meant by grooming?
16. What is meant by critical thinking?
17. What is a CV?
18. Mention one type of interview.
19. Define group discussion (GD).
20. What is an exit interview?

**Section B. One Paragraph Questions (2 Marks)**

1. Briefly explain self-efficacy and its importance.
2. What are sound study habits?
3. Mention two ways to improve memory.
4. Differentiate between EQ and IQ.
5. What is mind mapping?
6. Explain intrapersonal communication with an example.
7. Mention two tips for effective public speaking.
8. What are the characteristics of an effective self-introduction?
9. Define group discussion and state its purpose.
10. Differentiate between informal and formal letters.
11. What is a routine letter? Give an example.
12. What are the barriers to effective communication?
13. Define assertive communication and give one example.
14. Write two email etiquette rules.
15. Mention two types of interview etiquette.
16. What is the role of decision making in the workplace?
17. What is the relevance of dressing etiquette in job interviews?
18. What is a follow-up letter?
19. Write two employer expectations from freshers.
20. What is meant by the interview process?

**Section C. Short Answer Questions (4 Marks)**

1. Explain how to conduct a personal SWOT analysis with examples.
2. Discuss the techniques for managing academic stress effectively.
3. Write a short note on the importance of self-esteem and self-control.
4. Describe the methods to improve observation and time management.
5. Write a short note on interpersonal vs intrapersonal communication.
6. Explain the steps involved in preparing and delivering a public speech.
7. Discuss the structure and features of a formal letter and a memo.
8. Write a short bio-sketch of a famous person of your choice.
9. Explain the different types of resignation and thank-you letters.
10. Discuss barriers to communication and how to overcome them.
11. Describe telephone and email etiquette in a professional setting.
12. Explain the elements and dynamics of a group discussion.
13. What are the characteristics of good office and dining etiquette?
14. Explain the qualities required for effective conflict management.
15. Describe the importance of personal grooming for interviews.
16. Write a short note on critical and creative thinking in the workplace.
17. What are the main stages in the job selection process?
18. Describe the features of a well-written CV.
19. Explain the importance of body language and dress code in interviews.
20. Outline the types of interviews and their purposes.

**Section D. Essay Questions (15 Marks)**

1. Discuss in detail the techniques and benefits of self-regulation for improving academic performance.
2. Explain Emotional Intelligence (EQ), Social Intelligence (SQ), and Intellectual Quotient (IQ) and their roles in employability.
3. Write an essay on developing effective oral communication skills for interviews and the workplace.
4. Describe the steps and strategies for successful public speaking and self-introductions.
5. Elaborate on various types of business letters with examples and write a model cover letter.
6. Explain group dynamics, types of meeting arrangements, and the skills required to participate effectively in group discussions.
7. Discuss professional etiquette in detail, including student etiquette, email, mobile, and dining etiquette.
8. Write an essay on job searching techniques, understanding employer expectations, and preparation for interviews.
9. Evaluate the role of self-motivation, critical and creative thinking, and decision-making in professional life.
10. Explain the concept of interviews—types, process, preparation strategies, and the importance of exit interviews.