

MASTER OF BUSINESS ADMINISTRATION
First Semester
MANAGERS SKILL DEVELOPMENT
(MBA - 107)

Duration: 3Hrs.

Full Marks: 70

Part-A (Objective) =20
Part-B (Descriptive) =50

(PART-B: Descriptive)

Duration: 2 hrs. 40 mins.

Marks: 50

Answer any *five* of the following questions:

1. Define the following: (2×5=10)
 - a) Para language
 - b) Kinesics
 - c) Chronemics
 - d) Proxemics
 - e) Posture
2. What is job interview and negotiation? Write the stages in selection process.
Write the qualities of a negotiator. (2+2+4+2=10)
3. Define: (3+3+3+1=10)
 - a) Group Discussion
 - b) Public Speaking
 - c) Emotional intelligence
 - d) Case study
4. What is verbal and non verbal communication? What do you mean by business letter and personal letter what are the do and don'ts of writing a business letter? (2+2+1+1+4=10)
5. What is a report and commercial letter? Write a complain letter to a Company regarding the defects found in the computers. (2+2+6=10)
6. What is a Resume and the guidelines for writing a good resume? What are the barriers of communication? (5+5=10)

7. What are the call handling techniques? What are the email writing etiquettes?
(5+5=10)
8. Write a letter of resignation in your company. Why manager's skill development subject is needed in M.B.A. Curriculum? Support your answer with examples.
(5+5=10)

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Duration: 20 minutes

Marks – 20

(PART A - Objective Type)

I. Choose the correct answer:

1×5=5

1. Letters of resignation are written by one who is _____ the present job.
 - a. Employed
 - b. Leaving
 - c. Entering
 - d. Thankful
2. A letter of application is to be accompanied with a/an:
 - a. Envelope
 - b. Skills
 - c. License
 - d. Resume
3. The _____ of the sender should be mentioned clearly on the envelope.
 - a. Signature
 - b. Time
 - c. Date
 - d. Address
4. _____ is a communication within oneself.
 - a. Interpersonal communication
 - b. Intra personal communication
 - c. Interdependence
 - d. Oral communication
5. _____ is the hallmark of any communication.
 - a. Clarity
 - b. Business letter
 - c. Behavior
 - d. Voice

II. Fill in the blanks:

1×10=10

1. In a full block format, all parts of the letter start at the _____ hand margin.
2. When one person communicates with another using words or symbols, it is called _____ communication.
3. A technical writing should be _____.
4. Communication is the transmission of _____ from one person to another.
5. The person for whom the message is intended is the _____.
6. The three basic modes of listening are _____, attentive and reflective.
7. Effective listening skill establishes the importance of group discussions and _____.

8. The words by which the writer of the letter addresses or greets the recipient are called _____.
9. A/an _____ is an outcome of a problem which needs to be addressed.
10. The use of _____ aids adds quality to your presentation.

III. State true or false:

1×5=5

1. Dynamic aids are those which move and change as the presentation proceeds.
2. The introduction gives the audience a feeling that you have come towards the end of your presentation.
3. Eyes are an essential ingredient of your appearance.
4. Gesture is the study of nearness or distance in a communication scenario.
5. A job application is a letter which is sent along with the resume to prospective employers.
