

MASTER OF BUSINESS ADMINISTRATION
FIRST SEMESTER
MANAGER'S SKILL DEVELOPMENT
MBA - 107

Duration: 3 Hrs.

Marks: 70

Part : A (Objective) = 20

Part : B (Descriptive) = 50

[PART-B : Descriptive]

Duration: 2 Hrs. 40 Mins.

Marks: 50

[*Answer question no. One (1) & any four (4) from the rest*]

1. "Planning is the essence of Management" - Comment? Elaborate upon the functions of a Manager? 10
2. Define Communication and Tele-communication? How effective communication enables an organization to realize its goals effectively? 10
3. What are the different forms of communication? Elaborate upon Nonverbal communication and the aspects of non verbal behaviour? 10
4. What are the different forms of advertisements? Prepare a brief classified advertisement (within 15 words) about the sale of old factory equipments by your company? 10
5. What are the three essential parts of a report? Write in brief the process of preparing a DPR? 10
6. Preparing business presentations are a routine activity for managers. Elucidate upon the points to be considered while preparing a power point presentation? 10
7. Elaborate upon (*Any Two*): 10
 - a. Group Discussion
 - b. Online Conferencing
 - c. Meeting

8. Prepare any two of the following:

10

- a. A notice to your employee informing them about a Holiday on 21st Dec'2017.
- b. A letter to the supplier of raw materials to your company, informing them about the change in purchase policy of your company.
- c. A circular informing your employees about extended duty timings w.e.f. 1st an, 2018.
- d. A Display Advertisement about your 'assumed product" to appear on the first page of the newspaper.

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[PART-A : Objective]

Choose the correct answer from the following:

1×20=20

1. Communication is a _____ process.
 - a. Two way
 - b. Iterative
 - c. Both a and b
 - d. Neither a nor b
2. Which of the following constraint do we consider in preparing a classified advertisement-
 - a. Number of words
 - b. Clarity
 - c. Brevity
 - d. Appeal
3. Which of the following are not components of the process of tele-communication
 - a. Sender, receiver, encoder, decoder
 - b. Handset, tower, telecom-operator/ service provider
 - c. Studio, encoder, decoder, television
 - d. Mail, sender, post office, receiver
4. _____ is one of the most important barriers for effective communication
 - a. Language
 - b. Understanding
 - c. Reporting
 - d. Culture
5. What does D stand for in the acronym PODSCORB
 - a. Decision
 - b. Direction
 - c. Directing
 - d. Delivery
6. Which one of the following is/are important aspect to be kept in mind while preparing business presentations
 - a. Prepare 6-8 slides, with 4-6 points in each slide
 - b. Use multi-media
 - c. Formal Fonts in appropriate size
 - d. All the above
7. To develop meaningful insight, one needs to use _____ questions
 - a. Probing
 - b. Investigative
 - c. Inquisitive
 - d. Interesting
8. Which of the following does not represent a decision making environment
 - a. Certain
 - b. Uncertain
 - c. Semi-certain
 - d. Ordinary
9. In a line form of organization _____ flows from top to bottom and _____ from bottom to top
 - a. Directions, reports
 - b. Orders, followers
 - c. Directions, followers
 - d. Orders, reports
10. _____ form of organization is temporary in nature
 - a. Line
 - b. Staff
 - c. Line and staff
 - d. Committee
11. Having a linkage between paragraphs in a report is essential, and so is the same between various chapters. This element is known as:
 - a. Coercion
 - b. Cohesion
 - c. Coherence
 - d. Conversion
12. A DPR should contain
 - a. Prelude, Introduction, Textual Body, Concluding
 - b. Introduction, Introduction to Promoters, Managing Team, Technical/ Economic/ Commercial/ Environmental feasibility, Conclusion
 - c. Management Evaluation, Technical Feasibility, Environmental Aspects, Commercial Viability, Financial Appraisal and Economic Viability.
 - d. Both a and c
13. Business reports are impartial, _____ and _____ presentation of facts to one or more persons.
 - a. Objective, Planned
 - b. Objective, Precise
 - c. Objective, Programmed
 - d. Objective, Partial



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14. Which of the following is not an essential part of a long format report
 - a. Prefatory part
 - b. Report body
 - c. Supplemental part
 - d. Complimental part
15. Which of the following are not example of supplemental parts of a Business Report
 - a. Appendix/ Annexure
 - b. Bibliography/ References
 - c. Index/ Glossary
 - d. Preview/ Preface
16. Which of the following is not characteristic of a nonverbal communication
 - a. Oral and non oral messages expressed by other than linguistic means
 - b. Messages transmitted by vocal means that do not involve language
 - c. Sign language and written words
 - d. Powerful
17. Which of the following doesn't represent a nonverbal behaviour
 - a. Proxemics
 - b. Chronemics
 - c. Hapsis
 - d. Kinesics
18. Which of the following are not components of a GDSS that enables group meetings and online conferences
 - a. Discussion board
 - b. Discussion Bar
 - c. Message Bar
 - d. Participant's List
19. While designing a 'hoarding' one has to keep in mind the fact that -
 - a. The target gets to see the same for a fraction of a minute
 - b. The target gets attracted to catchy slogans/ graphics
 - c. The target gets attracted by the color scheme
 - d. All the above
20. Financial interpretation of "a future course of action" is referred to as
 - a. Planning
 - b. Directing
 - c. Reporting
 - d. Budgeting

Course :

Semester : Roll No :

Enrollment No : Course code :

Course Title :

Session : 2017-18 Date :

Instructions / Guidelines

- The paper contains twenty (20) / ten (10) questions.
- Students shall tick (✓) the correct answer.
- No marks shall be given for overwrite / erasing.
- Students have to submit the Objective Part (Part-A) to the invigilator just after completion of the allotted time from the starting of examination.

Full Marks	Marks Obtained
20	

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Scrutinizer's Signature

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Examiner's Signature

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Invigilator's Signature