MASTER OF BUSINESS ADMINISTRATION First Semester MANAGER'S SKILL DEVELOPMENT (MBA - 107)

Duration: 3Hrs.

Full Marks: 70

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

Duration: 2hrs. 40mins.

Marks: 50

Answer any four from Question no. 2 to 9 Question no. 1 is compulsory.

- What do you understand by Management? Explain Management as a process involving a set of functions. (4+6=10)
- 2. What do you understand by the term communication? How is communication important in business? What are the forms of communication? (2+3+5=10)
- 3. Information is an important factor in managerial decision making? Elaborate upon the developments in the field of information and communication technology as adopted in business. (5+5=10)
- 4. Non verbal communication plays an important role. Explain various types of non verbal communication. (10)
- What do you understand by classified advertisement? Prepare the copy for a small classified advertisement inviting applications for the post of sales executive. (4+6=10)
- 6. What are the various types of business reports? Describe with relevant examples the content of each report. (4+6=10)
- 7. Making speeches and presentations are essentially important tasks for a manager, elaborate upon the essential points to remember while making a speech and preparing a presentation. (6+4=10)

8. Elaborate upon any two:

 $(2 \times 5 = 10)$

a. Group Discussions

- b. Group Decisions & Video Conferencing
- c. Essentials for a Meeting
- d. Personal Interview
- 9. Write any two of the following:

 $(2 \times 5 = 10)$

- a. A Circular informing the employees about changes made in their duty timings.
- b. An acknowledgement letter to the Sales Depot Manager informing the receipt of returned goods.
- c. An application to the Manager (Accounts) requesting an advance of Rupees One Lakh against your PF.
- d. A Notice informing your Employees about a Holiday declared.

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Duration: 20 minutes (PART A - Objective Type) Marks - 20

I. (Choose the correct answer:			1×20=20	
1.	Communication is a a. Two way b. Itera			d. All the above	
2.	Two essential components in a. Sender b. Rece		ess of Communica c. Encoder		1
3.	is one of the a. Lack of understanding c. Reporting	b. I		effective communication.	
4.	Communication made using a. Formal c. Non-formal	b. N	n gestures and sign Ion Verbal Ion oral	s are	
5.	questions helps a. Probing c. Indirect	b. I	evelop meaningful Direct nvestigative	insights.	
6.	Which one of the following is not an important aspect to be kept in mind while preparing business presentations? a. Include a detailed note on the what you want to express in each slides. b. Include 4-6 points, about the central idea of each slide. c. Use pictorial representations, maps, graphs etc in slides where it is desired. d. Include Statistical Data, facts and figures to emphasize upon what you desire to convey.				
7.	Management in terms of positions organization. a. 10 b. 4 c		**	levels in an	
8.	Management as a process is of a. Goal c. Pre determined goal	b. C	s getting things dor Objective rofit	e by others in order to realize a	

	9. PODSCORB stands for	
		*
	10.Financial interpretation of a. Planning c. Auditing	decisions related to "future courses of actions" are referred to as: b. Controlling d. Budgeting
	a. Communication c. Analytical	b. Mathematical d. None of the above
	following aspect is observ	b. Depth of Knowledge
	_	des the process of conducting meeting effectively? ngement b. Video- conferencing and GDSS d. a and c
	14. The following is not an esta. Noticec. Minutes	b. Agenda d. None of the above
	15. Having a linkage between various chapters. This elema. Cohesion c. Both a and b	paragraphs in a report is essential, and so is the same between ment is known as: b. Coherence d. Neither a nor b
5.	16	helps to develop an understanding on the decision making
	process. a. Decision Tree c. Decision Matrix	b. Decision Tabled. Decision Outcome
	17.Decision making environna. Certainityc. Semi-Certainity	nent are divided into the following, but not: b. Uncertainity d. Overtly Certain
	18.Dream → Vision → a. Mission c. Plan	→ Action. Fill in the blanks: b. Objectives d. Strategies
	19.Body Language is an esser Yes/No	ntial part of observation during the personal interview process.