

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.

1. 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)
5. 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*: (2×5=10)

- a. Group Discussions
- b. Group Decisions & Video Conferencing
- c. Essentials for a Meeting
- d. Personal Interview

9. Write *any two* of the following: (2×5=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

Marks – 20

(PART A - Objective Type)

I. Choose the correct answer:

1×20=20

1. Communication is a _____ process.
a. Two way b. Iterative c. Business d. All the above
2. Two essential components in the process of Communication are _____ and _____.
a. Sender b. Receiver c. Encoder d. Decoder
3. _____ is one of the most important barriers for effective communication.
a. Lack of understanding b. Language
c. Reporting d. None of the above
4. Communication made using one's own gestures and signs are
a. Formal b. Non Verbal
c. Non-formal d. Non oral
5. _____ questions helps one to develop meaningful insights.
a. Probing b. Direct
c. Indirect d. Investigative
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 position can be divided into _____ levels in an organization.
a. 10 b. 4 c. 3 d. 2
8. Management as a process is defined as getting things done by others in order to realize a _____.
a. Goal b. Objective
c. Pre determined goal d. Profit

