

**MASTER OF BUSINESS ADMINISTRATION
FIRST SEMESTER (Repeat)
MANAGER'S SKILL DEVELOPMENT
MBA-107**

(Use separate answer scripts for Objective & Descriptive)

Duration : 3 hrs.

Full Marks : 70

(PART-A : Objective)

Time : 20 min.

Marks : 20

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
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

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(**PART-B: Descriptive**)

Time: 2 hrs. 40 min.

Marks: 50

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

1. Define Managerial Planning. Why is it said the 'essence of management'? 10
2. Define Communication. What are the various channels of communication? 10
3. Define Tele-communication. How communication technology today has revolutionized business? 10
4. What are the different forms of advertisements? Prepare a brief classified advertisement (within 15 words) announcing the vacancy in Accountant position in your organization. 10
5. What do you mean by Detailed Project Report? Write in brief the process of preparing a DPR. 10
6. Elaborate on the points to be kept in mind while making a business power point presentation. 10
7. Elaborate upon: 10
 - a. Group Discussion
 - b. Online Conferencing
8. Prepare the following: 10
 - a. A notice to your employee informing them about a Holiday on 21st Dec'2018.
 - b. A letter to the supplier of raw materials to your company, informing them about the change in purchase policy of your company.

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