

MASTER OF BUSINESS ADMINISTRATION
First Semester
MANAGERS SKILL DEVELOPMENT
(MBA-07)

Duration: 3Hrs.

Full Marks: 70

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

(PART-B: Descriptive)

Duration: 2 hrs. 40 mins.

Marks: 50

1. Answer the following questions (any *five*)

2×5=10

- a) What are the barriers in communication?
- b) Define Halo effect.
- c) What is Stereotyping?
- d) What is a resume?
- e) What do you mean by a report?
- f) Name the types of communication.

2. Answer the following questions (any *five*)

3×5=15

- a) Communication is a two way process-Discuss.
- b) Write a cover letter to Infinity Services offering your candidature for the post of Assistant Manager in their Guwahati Branch.
- c) Explain the Communication process.
- d) Give the key elements of a Business Letter.
- e) What is emotional intelligence and its importance in communication?
- f) What are the essential elements of a project report?

3. Case Study - What Did I Do Wrong?

2×5=10

Read the case study below. Then, analyze the case to determine what went wrong. You are the assistant manager in a Infrastructure Development Company. As this is your first job out of college, you are excited about being able to help your community in its preparedness efforts.

One of your first responsibilities involved touring a local nursing home and assisting the administrator, Mrs. Jones, with the facility's evacuation plan. Your call to schedule an appointment with Mrs. Jones went well, and you arrive just a few minutes after your appointment time. Mrs. Jones keeps you waiting for 10 minutes more before seeing you.

After exchanging initial pleasantries, Mrs. Jones, who appears to be in her early sixties, takes you on a tour of the facility and introduces you to the residents that you meet along the way. As Mrs. Jones introduces you, she takes time to chat with the residents, whom she addresses by first name. Following her lead, you chat briefly with the residents, also addressing them by first name. For the remainder of the tour, you notice that Mrs. Jones has little to say, but that doesn't bother you. It gives you time to think about how the facility can rewrite its evacuation plan.

By the time that you finish your tour, you are very excited because of all the ideas you have for helping with the evacuation plan. When you return to Mrs. Jones's office, you immediately begin telling Mrs. Jones the improvements you have in mind. Imagine your surprise when the look she gives you stops you in your tracks.

- a) What might you have done to turn Mrs. Jones off?
- b) Give some remedial solution as to improve the relation.

4. Write a letter to the General Manager of Future Group inviting him/her to your university to deliver a lecture on Retail Management. 7

5. Outline a project report you want to submit to the Management for the introduction of a new range of Lipsticks in your company. 8

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(The figures in the margin indicate full marks for the questions)

Duration: 20 minutes

Marks – 20

PART A- Objective Type

1. Read the passage below; then answer the six questions that follow. The passage contains errors in spelling, punctuation, and capitalization. 6×1=6

1 Although it sometimes seems that the present era of technology-driven globalization emerged out of thin air, global interdependence is hardly a new phenomenon. 2 Indeed, the first truly global trade network developed more than two millennia ago and eventually spanned more than 7,000 miles, linking people from the Northeast coast of China to the Baltic Sea. 3 It centered on the Silk Road, a route begun by China's Han rulers around 100 B.C.E. and named after one of the dynasty's most prized commodities. Merchants traveling westward on the route passed through the deserts, mountains, and plains of central Asia until they reached the commercial metropolis of Samarkand. 5 There they had a decision to make, as the road split into two directions; one of which continued westward toward Russia and on to the Baltic, while the other turned southward into India. 6 Whichever way they went, the commercial transactions in which the Chinese merchants participated, helped forge chains of interdependence among peoples and cultures thousands of miles from one another.

i) If sentence 1 contains an error in spelling, capitalization, or punctuation, select the type of error. If there is no error, select D, "sentence correct."

“Although it sometimes seems that the present era of technology-driven globalization emerged out of thin air, global interdependence is hardly a new phenomenon.”

- A. spelling error
- B. punctuation error
- C. capitalization error
- D. sentence correct

ii) If sentence 2 contains an error in spelling, capitalization, or punctuation, select the type of error. If there is no error, select D, "sentence correct."

"Indeed, the first truly global trade network developed more than two millennia ago and eventually spanned more than 7,000 miles, linking people from the Northeast coast of China to the Baltic Sea."

- A. spelling error
- B. punctuation error
- C. capitalization error
- D. sentence correct

iii) If sentence 3 contains an error in spelling, capitalization, or punctuation, select the type of error. If there is no error, select D, "sentence correct."

"It centered on the Silk Road, a route begun by China's Han rulers around 100 B.C. and named after one of the dynasty's most prized commodities."

- A. spelling error
- B. punctuation error
- C. capitalization error
- D. sentence correct

iv) If sentence 4 contains an error in spelling, capitalization, or punctuation, select the type of error. If there is no error, select D, "sentence correct."

"Merchants traveling westward on the route passed through the deserts, mountains, and plains of central Asia until they reached the commercial metropolis of Samarkand."

- A. spelling error
- B. punctuation error
- C. capitalization error
- D. sentence correct

v) If sentence 5 contains an error in spelling, capitalization, or punctuation, select the type of error. If there is no error, select D, "sentence correct."

"There they had a decision to make, as the road split into two directions; one of which continued westward toward Russia and on to the Baltic, while the other turned southward into India."

- A. spelling error
- B. punctuation error
- C. capitalization error
- D. sentence correct

vi) If sentence 6 contains an error in spelling, capitalization, or punctuation, select the type of error. If there is no error, select D, "sentence correct."

"Whichever way they went, the commercial transactions in which the Chinese merchants participated, helped forge chains of interdependence among peoples and cultures thousands of miles from one another."

- A. spelling error
- B. punctuation error
- C. capitalization error
- D. sentence correct

2. The three top skills that helped graduating college students gain employment were 1

- a) Oral communication skills first, listening second, written communication third.
- b) Oral communication first, written communication second, listening third.
- c) Listening skills first, oral communication second, written communication third.
- d) Written communication first, listening second, oral communication third.

3. What characteristic is essential in their definition of communication? 1

- a) Sharing
- b) Sending
- c) Interpreting
- d) Receiving

4. The three necessary elements necessary when someone communicates are... 1
- a) Speaker, interpreter, symbol
 - b) Concept, symbol, referent
 - c) Object, referent, interpreter
 - d) Symbol, referent and interpreter

5. You need as least how many people in order to practice group communication? 1
- Five
 - Four
 - Two
 - Three

6. The communication is derived from the Latin word '*communicare*', which means... 1
- To make common to many, interpret, send, receive.
 - To care about others through sharing, imparting and dividing.
 - To make specific, interpret, share, and impart.
 - To make common to many, share, impart, divide.

7. Messages are also sent to the speaker from the listener. These are called... 1
- Encodings.
 - Decodings.
 - Feedback.
 - Channels.

8. Match the following in Column A with Column B 4×1=4

A.

Column A	Column B
a. 7 C's	i. A component of Communication
b. Clarity	ii. Principle of Communication
c. Conciseness	iii. Uses easy words
d. Completeness	iv. Deletes needless words

B.

4×1=4

Column A	Column B
a. Appearance	i. A way of speaking
b. Monotone	ii. Speaking words
c. Diction	iii. How one looks
d. Pronunciation	iv. Bore the audience
