

AS-751

**M.B.A. (Semester-I) Examination**  
**MANAGERIAL SKILL DEVELOPMENT**

**Paper—MBA/103**

Time : Three Hours]

[Maximum Marks : 70

**Note :—**(1) Attempt **ALL** questions.

(2) Figures to the right indicate marks.

**SECTION—A**

1. (A) What do you mean by soft skills ? Explain the objective and significance of soft skills. 14

**OR**

- (B) Discuss different types of managerial skills with their significance at different levels of management. 14

**SECTION—B**

2. (A) What are different types of Business reports ? List them out giving one example each. 7
- (B) Draft a letter quoting prices of your products for different order levels against an enquiry from a local municipal corporation for supply of water taps. 7

**OR**

- (C) What are do's and don'ts of business writing ? Explain. 7
- (D) Draft a brief report on "First Day in your organisation". 7
3. (A) Explain the steps involved in principle-based negotiation process. 7
- (B) Describe the meaning and practical application of following gestures : 7
- (i) Emblems, (ii) Illustrators, (iii) Regulators, (iv) Adaptors. 7

**OR**

- (C) What is kinesics ? Explain its significance in oral communication. 7
- (D) How would you proceed to arrive at a negotiated settlement between the management and employee unions of nationalized banks who are to paralyse bank functioning due to apprehension of its privatization by the Govt. ? 7

**SECTION—C**

4. (A) Explain in brief different tips of presentation skills. 7  
(B) Define and distinguish amongst 'Brainstorming' and "Brainstilling". 7

**OR**

- (C) What is a group discussion ? Explain its objectives. 7  
(D) What is meeting ? What preparations are needed to conduct a meeting successfully ? 7

**SECTION—D**

5. Manoj works at Hotel Amazing as a manager. Each day he greets guests, answers their questions and arranges tours, transport and other activities for the guests while they are staying at the hotel. Today Manoj has a severe backache. Unfortunately he is left with no leave. He was hoping it would be a quiet day because he was not in a mood to answer any queries.

As he was resting with his head down, Lalitha, a guest at the hotel came to his desk. She wanted to visit some place so she came over to Manoj and asked for assistance. Manoj was not very attentive to her request. His face showed his annoyance as he handed her a map of the city, without uttering a single word. When Lalitha asked him what bus to catch, he pointed to a bus time-table. Lalitha was very annoyed by Manoj's lack of assistance and told him so. During Lalitha's outburst Manoj picked up ringing telephone and turned his back on her. Lalitha could not believe Manoj's attitude and told him that she would take up this matter with the management of the hotel.

- (1) Describe Manoj's non-verbal communication (tone of voice, gestures, posture, eye-contact, appearance and use of personal space). 7  
(2) What parts of case study show us examples of poor communication ? 3  
(3) How could this situation be improved ? 4