

AU-1591

M.B.A. Semester-I Examination
MANAGERIAL SKILL DEVELOPMENT
Paper-MBA/103

Time : Three Hours]

[Maximum Marks : 70

- N.B. :-** (1) Attempt **all** questions.
(2) Figures to the right indicate marks.

SECTION-A

1. (a) "Employability skills are non-technical skills and competencies that form an important part of effective and successful participation in the work place." Justify this statement in the light of concept and categories of employability skills. 14

OR

- (b) In the global competitive business scenario in service sector soft skills plays an vital role in the development of an organisation ? Justify. 14

SECTION-B

2. (a) Explain the different types of barriers of communication. 7
(b) Mr. Rohit is very good manager of HR Department but the only problem with Rohit is, he is very humorous and lenient with his staff, he used to be very informal to all staff during office hours, because of such behaviour later an all staff taking him very lenient and they are not taking any tensions of his words.
You as a Manager what kind of suggestions will give to Rohit to overcome this situation ? 7

OR

- (c) Explain the communication process. 7
(d) You are working as a sales executive in a large company. You want to train your sales team. Suggest effective communication technique to train the sales team. 7
3. (a) What are do's and don'ts of business writing ? 7
(b) You are a sales manager of a reputed book shop. Draft a letter to the publisher for placing an order for the books you required. 7

OR

- (c) What is report ? Discuss different types of reports. 7
- (d) Resume and curriculum vitae is the first impression created in employer's mind while calling for an interview.

Considering this, prepare curriculum vitae for the post of Marketing Manager with 5 years experience. 7

SECTION-C

4. (a) What is meeting ? Explain agenda and minutes of meeting. 7
- (b) What is group discussion ? Explain do's and don'ts of group discussion. 7

OR

- (c) Define the case analysis method. Discuss in detail the manner in which a case analysis is done in management. 7
- (d) What are the different aids required for an effective presentation ? 7

SECTION-D

5. Mr. Chatur is a department manager at a large company. His secretary requested a 10 % raise. Show was worth it.

The problem was that 10% represented a large raise compared to the 5% other employees had received. As they explored the possibilities, several ideas emerged. The company starts work at 8 am and close at 5 pm. The manager learned that his secretary encountered heavy traffic every evening on the way home. They agreed to have her work from 7:30 am to 4:30 pm. This saved her 20-25 minutes driving time. Certainly a benefit to her at little or no expense to the company. Then they studied her job in detail. Before long they jointly developed a new description which gave her more responsibility and at the same time, more interesting.

Both parties benefitted from the changed scope of work. The raise itself was than discussed. A compromise was reached by agreeing on a 6% raise for three months and then an additional 2% later if the new responsibilities are adequately performed.

Negotiation on the higher win-win level did the job. Together they created values and satisfactions that were not there before, values that both sides welcomed. The company gained by enlarging the scope of work in exchange for a raise that was less the 10% requested.

The manager also gained something that was even more valuable an employee who knew she could work with her boss in a creative both win way.

Questions :

- (1) Analyse the case and identify key issues involved in the case. 7
- (2) What will be your negotiation strategy if you would have been Mr. Chatur ? 7