

AT-1399

**M.B.A. (Semester—I) Examination**  
**MANAGERIAL SKILL DEVELOPMENT**  
**Paper—MBA/103**

Time : Three Hours]

[Maximum Marks : 70

**Note :— Attempt all questions.**

**SECTION—A**

1. (A) "Manager at all levels requires some competence in each of the technical, conceptual and human skills although with difference in emphasis." Analyse this statement with suitable examples. 14

**OR**

- (B) Unlike Hard skills, which tend to be specific to a certain type of tasks or activity, soft skills are broadly applicable. Discuss. 14

**SECTION—B**

2. (a) What is Report ? Explain different types of reports. 7  
(b) Draft a sales letter for a newly launched perfume brand "Eternity" for women. 7

**OR**

- (c) Explain the various aspects included in resume. 7  
(d) Draft a report on a survey conducted by you on "Swach Bharat Abhiyan" in the schools of Amravati. 7  
3. (a) "Negotiation is not an event, it is process." Elaborate. 7  
(b) Ramesh the Secretary of Youth Forum has to deliver a speech for an International Conference. As a Convenor of the programme, how would you guide Ramesh on tips of Public Speaking. 7

**OR**

- (c) Describe the role of listening in the communication process. 7  
(d) Prasad during the presentation to a group of intellectuals did not move from his place nor had an eye contact with the audience. Though the content of the presentation was good, still the absence of body language did not make the presentation effective. Analyse the situation and suggest Prasad to make his presentation effective. 7

**SECTION—C**

4. (a) What is the purpose of group discussion ? How will you organise a group discussion ? 7  
(b) What is Meeting ? State its objectives. 7

**OR**

- (c) How brainstorming helps to generate new ideas and solutions to the problems ? 7  
(d) Explain in detail the manner in which a case analysis is done in management. 7

**SECTION—D**

5. ABC Biscuits is located in MIDC area. This Biscuits factory employs labours on daily basis. The Management does not follow statutory regulations and is able to get away with violations by keeping concerned inspectors in good books.

The HR Manager, ABC Biscuits, desired to consult his supervisors and to inform everybody through them about the "Safety Day" celebrations. He sent a notice requesting them to be present in the room meant for Hiring and Firing. As soon as the supervisors read the notice, workers and supervisors all got panicky thinking that now it was their turn to get fired. They started having "Hush-Hush" consultations. The workers also learnt about it and since they had a lot of score to settle with the Management, they extended their sympathy and support to the supervisors. As a consequences everybody struck work and the factory came to grinding halt. In the mean time, the HR Manager was unaware of the developments and when he knew of it, he went immediately and tried to convince the supervisors about the purpose of inviting them and the reason why that particular room was chosen. The HR Manager had selected the room because no other room was available. But the supervisors and the workers were in no mood to listen.

The Managing Director, who rushed to the factory on hearing about the strike, also couldn't convince the workers.

The matter was referred to the Labour Department. The enquiry resulted in all irregularities of the factory getting exposed and imposition of heavy penalties. The HR Manager was sacked. The factory re-opened after prolonged negotiations and settlements.

**Questions :**

- (a) Identify the Communication Barrier in above case. 4  
(b) What role did the Grapevine plays in ABC Biscuits ? 4  
(c) If you were HR Manager, what precaution you would have taken to avoid Communication Barrier in above case ? 6