PG Odd Semester (CBCS) Exam., December 2018

BUSINESS ADMINISTRATION

(1st Semester)

Course No. : MBACC–107

(Business Communication and Soft Skills)

Full Marks : 70
Pass Marks : 28

Time : 3 hours

The figures in the margin indicate full marks for the questions

1. *(a)* Describe the components of self-concept. How is self-concept developed? 5+5=10

(b) What do you mean by self-assessment and self-esteem? 4

2. Discuss the types of non-verbal communication with suitable examples. 14

OR

3. The Vice President of a company was being given a farewell by the employees with whom he had worked for more than 25 years. Camaraderie, reflections, sharing of thoughts and memories, lots of wine, and plenty of food could sum up the mood of the party. The CEO walked into join the party and he was soon requested to deliver a short speech looking at the mood and the spirit of the occasion. The CEO, a fluent speaker, stood up and delivered a great speech, marked with touches of gentle humour, about life after retirement, what the Vice President meant to the company and to him personally, how he had reached such heights and yet never compromised his values, and that his exit would be a difficult space to fill in. As the CEO spoke, all eyes were fixed on him. Most employees were serious, watchful, and paying full attention. Some were clearly indifferent. A few proactive listeners, however, enjoyed every bit of what the CEO said which was quite evident from their body language. Their smiling faces, twinkling eyes, and occasional head nods, in agreement with what the speaker said, were indicative of their level of involvement and enjoyment.

In other words, they had tuned themselves to whatever the CEO was saying. However, midway through his speech, the CEO sensed that his speech was becoming a little too stretched, he cut short his speech and wished the Vice President all the good health and peace.

Questions :

(a) Did everybody receive the message the same way? Why? 3

(b) How should a CEO approach his speech preparation for such an occasion? 4

(c) How do listening skills differ according to place, person and time? Explain in the context of the above situation. 7

4. *(a)* Distinguish between informative and persuasive writing. 4

(b) You are the proprietor of M/s. Shree Textiles. Due to crunch of customers, the cash rotation of your business has reduced. Therefore, you want to increase your credit limit from 45 days to 90 days. Write a credit letter to your supplier requesting the same. 10

5. Discuss the functional and non-functional roles in group discussions. 14

OR

6. Discuss various types of job interviews. 14

7. Highlight the sources of stress that are present in today's working life. 14

OR

8. Why is time management important for a manager? Elaborate how time management can be achieved. 4+10=14

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