

C 60886

Name.....

Reg. No.....

SECOND SEMESTER M.B.A. DEGREE EXAMINATION, APRIL 2014

BUS 2C 10—SOFT SKILL DEVELOPMENT

(2013 Admissions)

Time : One Hour and a Half

Maximum : 18 Weightage

Part A

Answer the following.

Each question carries 1 weightage.

1. What is body language ?
2. What are the kinds of brochures ?
3. Enumerate the aspects of observation skills.
4. Write a note on rapid reading.
5. What is lateral thinking ?
6. What is event management ?

(6 × 1 = 6)

Part B

*Answer any **three** of the following.*

Each question carries 2 weightage.

7. Prepare a note for delivering a speech on " Decision making issues at top management" to the shareholders of a company.
8. What are the steps involved in preparing an article ?
9. Write a letter to a dealer informing him of the roles and responsibilities.
10. Enumerate the etiquettes in social as well as office settings.
11. How would you solve complex problems in organizations with examples.

(3 × 2 = 6)

Part C

*Answer any **one** of the following.*

Each question carries 6 weightage.

12. Discuss the stages of preparing a project proposal. You are asked to prepare a feasibility report for setting up a footwear company in Calicut. Prepare a proposal for the same.
13. Explain the various time wasting tactics and as a manager explain how would you overcome the same.

(1 × 6 = 6)