

D 42920

Name.....

Reg. No.....

SECOND SEMESTER M.B.A. DEGREE EXAMINATION, JUNE 2018

(CUCSS)

M.B.A.

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 public speaking ?
2. List a few essential skills related to oral presentation.
3. What are the uses of newsletters ?
4. What is rapid reading ?
5. What do you mean by perspective ?
6. What is events management ?

(6 × 1 = 6 weightage)

Part B

Answer any three of the following.

Each question carries 2 weightage.

7. What is body language ? Discuss the uses of body language in effective communication.
8. Discuss the importance of brochures in business.
9. Explain in detail about the email etiquettes.
10. Discuss how important are problem solving and decision making skills to a manager.
11. What is negotiation ? Discuss the importance of negotiation in business.

(3 × 2 = 6 weightage)

Part C

Answer any one of the following.

The following question carries 6 weightage.

12. What is a perfect interview ? What are the dos and don'ts from the point of view of an interviewer as well as interviewee ?
13. What is a business letter ? Write a sample business letter.

(1 × 6 = 6 weightage)