

C 82597

Name.....

Reg. No.....

SECOND SEMESTER M.B.A. DEGREE EXAMINATION, JUNE 2015

(CUCSS)

BUS 2C 10—SOFT SKILL DEVELOPMENT

(2013 Admission onwards)

Time : One Hour and a Half

Maximum : 18 Weightage

Part A

Answer the following.

Each question carries 1 weightage.

1. What is impromptu speech ?
2. What are the kinds of brochures ?
3. What are the benefits of news letters ?
4. Write a note on rapid reading.
5. What is analytical problem solving ?
6. What is event management ?

(6 × 1 = 6 weightage)

Part B

Answer any three of the following.

Each question carries 2 weightage.

7. Prepare a note for delivering a speech on "The new government policy" to the share holders of a company.
8. What are the steps involved in preparing an article ?
9. Write a letter to a dealer informing him of changing his territory.
10. What is negotiation ? How negotiation can be useful to organizations ?
11. How would you solve complex problems in organizations with examples ?

(3 × 2 = 6 weightage)

Part C

Answer any one of the following.

Each question carries 6 weightage.

12. You are asked to participate in a group discussion on "Modern youth and fashion". Prepare notes for the same and explain how you would participate in the group discussion.
13. Compare and contrast Games and case studies as a tool for management education.

(1 × 6 = 6 weightage)