

C 2797

Name.....

Reg. No.....

SECOND SEMESTER M.B.A. DEGREE EXAMINATION, JUNE 2016

(CUCSS)

BUS 2C 10—SOFT SKILL DEVELOPMENT

(2013 Admission onwards)

Time : One Hour and a Half

Maximum : 18 Weightage

Part A

Answer all questions.

Each question carries 1 weightage.

1. What are the different types of verbal communication ?
2. Write note on time management skills.
3. What is non-verbal communication ?
4. What is the importance of soft skill development ?
5. What is event management ?
6. Write note on e-mail etiquettes.

(6 × 1 = 6 weightage)

Part B

Answer any three questions.

Each question carries 2 weightage.

7. What are the HR skills required for effective communication ?
8. Discuss the role of communication in motivating employees.
9. What are the barriers to effective communication ?
10. What is the role of IT in business communication ?
11. Write a job application letter to YBC Company.

(3 × 2 = 6 weightage)

Part C

Answer any one question.

The question carries 6 weightage.

12. Prepare a note for delivering a speech on 'Green Management Initiatives' of your company.
13. Write note on problem solving and decision-making skills.

(1 × 6 = 6 weightage)