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**MBAS 406**

**First Semester M.B.A. Degree Examination, January 2019**  
**BUSINESS ADMINISTRATION**  
**Communication and Soft Skills**

Time : 3 Hours

Max. Marks : 70

SECTION – A

Sri Dharmasthala Manjunatheshwara  
College of Business Management, Mangalore  
Post Graduate Centre for Management  
Studies and Research Library

(Compulsory)

**Note :** Answer to the question should **not** exceed **six** pages : (1×15=15)

1. Explain the various causes of stress and discuss the ways in which people may overcome the negative consequences of stress.

SECTION – B

**Note :** Answer **any five** of the following questions. **Each** question carries **8** marks.  
Answer to the following should **not** exceed **five** pages. (5×8=40)

2. Discuss the steps taken to enrich your emotional competencies.
3. Explain the need for SWOT analysis.
4. As a communication manager, what would be the steps and measures taken by you to improve the presentation skills of the employees of your organisation ? Explain.
5. Define personality and examine the major factors which shape the personality of an individual.
6. What is group dynamics ? Why is it important for understanding organisational behaviour ?
7. How should an effective interviewer behave during an interview ? What pitfalls should he/she avoid ? What are the guidelines should he/she follow to conduct an effective interview ?

P.T.O.



8. Explain the structure and content of project proposal for providing life skills training to students of your university.
9. Write an Acceptance Letter to a company which had sent you the Selection Letter for the interview that you had attended last Wednesday.

SECTION – C

**Note :** Answer to the following questions should **not** exceed **six** pages : (1×15 =15)

10. Vikas purchased a refrigerator from Susco Ltd. and is a unhappy customer. He has written a long letter to Susco explaining the problems with poor packaging, damage to the handle, excessive noise and the poor response he has been getting from the Sales Executive.

**Questions :**

- a) Write a reply to Vikas as the Marketing Manager of Susco aimed at winning the customers confidence.
- b) Write a formal letter to the GM (HR) elaborating the need for soft skills training for sales executives and a suggested plan of action to arrange for such a training program.