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**MBAS 406**

**I Semester M.B.A. Degree Examination, May/June 2022**

**BUSINESS ADMINISTRATION**

**(Regular and Repeater)**

**Soft Skills**

Time : 3 Hours

Max. Marks : 70

**SECTION – A  
(Compulsory)**

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

1. Briefly describe the scope of communication and soft skills needed for effective business management. Write a note on Shannon and Weaver Model of communication.

**SECTION – B**

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

2. What is the role of body language and para language in effective communication ? What qualities does an employer look for in a potential candidate while interviewing him ?
3. Explain grapevine communication. Is it beneficial or damaging to an organization ? Justify.
4. As a manager, which do you think is better, a linear model or a multidimensional model of communication and why ?
5. What are the telephonic etiquette guidelines and suggest the ways of closing the call and handling rude and impatient clients ?
6. What is meant by art of listening and art of speaking ? Explain.
7. What are the acceptable attitudes and mannerism at work to maintain professionalism at work ?
8. Is it necessary to write an application letter with a CV ? What are the strategies for the success of an interview by both interviewer and the interviewee ?

**P.T.O.**



SECTION – C  
(Compulsory)

**Note :** Answer to the question should **not** exceed **six** pages.

**(1×15=15)**

9. Analyse the following **case study** :

I don't want to speak to you. Connect me to your boss in the US, hissed the American on the phone. The young girl at a Bangalore call center tried to be as polite as she could. At another call centre, another day, another young girl had a Londoner unleashing himself on her, "young lady do you know that because of you Indians we are losing jobs". The outsourcing backlash is getting ugly. Handling irate callers is the new brief for the young men and women taking calls at these outsourced job centres. Supervisors tell them to be "cool".

Avinash Vashishta, the managing partner of a NEOIT, a leading US based consultancy firm says, "Companies involved in outsourcing in both the US and India are already getting a lot of hate mail against outsourcing and it is hardly surprising that some people should behave like this on the telephone". Vashishta says Indian call centres should train their operators how to handle such calls.

Indeed the furore raised by the western media over job losses because of outsourcing has made ordinary citizens there sensitive to the fact that their calls are being taken not from their midst but in countries such as India and Philippines.

The angry outbursts that the operators face on the racist and sexist, says the manager of a call centre in Hyderabad. But operators and senior executives of call centres refuse to go on record for fear of kicking up a controversy that might result in their companies' losing clients overseas.

"It is happening often enough and so let us face it", says a senior executive of Gurgaon call centre adding, "This doesn't have any impact on business".

**Questions :**

- Assume you are working as an operator at a call center in India and are receiving irate calls from Americans and Londoners. How would you handle such calls ? Imagine a situation and state your response.
- "Keep your cool". What does this mean in terms of conversation control ?
- Do you agree with the view that such abusive happenings on the telephone do not have any impact on business ? Give reasons for your answer.