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MBAS 406

First Semester M.B.A. Degree Examination, June 2023
BUSINESS ADMINISTRATION
Soft Skills

Time : 3 Hours

Max. Marks : 70

SECTION – A
(Compulsory)

Answer to the question should **not** exceed **6** pages.

(1×15=15)

1. What are the important aspects to be considered while planning for business presentations ? Explain the role of visual aids in business presentations with examples.

SECTION – B

Answer **any five** questions. **Each** Question carries **8** marks. Answer to the question should **not** exceed **5** pages.

(5×8=40)

2. Illustrate the barriers of communication and how to overcome the barriers ?
3. Explain various principles of effective communication.
4. Examine the steps involved in designing and delivering effective presentation.
5. Narrate different telephone etiquettes to handle rude clients.
6. Summarize the protocols of board room and meeting.
7. Draft a letter Business letter for enquiring about purchase a raw material in bulk.
8. "Action and Physical appearance matters in Communication" - Justify.



SECTION – C
(Compulsory)

Answer to this question should **not** exceed 6 pages.

(1×15=15)

9. Case study :

Mr. Das had been working with Meta Cables Ltd. for several years. He had worked his way up from the bottom to a position of foreman. He was proud of what he had achieved, and he liked his work at Meta Cables. He was a loyal employee and worked hard for the organisation. He purchased a house near the factory and was happily staying there with his wife and children. His neighbour was also working in Meta Cables and has reached the position of plant operator only, although joined the service along with Mr. Das.

In recent months, the company had lost two good contracts and as a result, had been forced to layoff some employees. They had for the most part, laid off employees with least seniority, although this was not required. Now there was a rumour circulating that they were going to lose another contract.

As Mr. Das considered the situation, he realised that he had the least seniority amongst the foreman. Thus he concluded that the company was going to lose more business and owing to his lack of seniority, he was going to be given a 'golden-hand shake'. He became extremely frustrated and despondent. His interest in the job deteriorated badly and he began to have a hard time getting along with his co-workers.

Actually, the rumour circulating in the company was incorrect. In fact, Meta cables was negotiating for a big contract, but had not revealed it prior to conclusion. Further, management had no intention to disturb any more employees and thus wanted to gain their moral support.

Questions:

- 1) In what ways, if any, has poor communication caused the problems ?
- 2) How could the management improve the situation ?
- 3) What is the basis of the anxiety of Mr. Das ? As an HRM expert, what would be your advice to him ?
- 4) Do you suggest any method to contain such situation by using IT on communication ?