

**PART C — (5 × 8 = 40 marks)**

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Discuss the domains of managerial skills.  
Or  
(b) Illustrate the skills needed for management.
17. (a) Distinguish 'verbal' and 'non verbal' Communication.  
Or  
(b) Spell out the principles, components and types of Communication.
18. (a) Discuss the sources of emotions.  
Or  
(b) Illustrate the elements of emotional intelligence.
19. (a) Spell out the coping up strategies to overcome stress.  
Or  
(b) Illustrate the 'Johari's Window' concept and its role in promoting interpersonal skills.
20. (a) Specify the elements of presentation skills.  
Or  
(b) Discuss the profile of a good speaker.

Reg. No. : .....

**Code No. : 22765 E Sub. Code : JSBA 4 A/  
SSBA 4 A**

**B.B.A. (CBCS) DEGREE EXAMINATION, APRIL 2019.**

**Fourth Semester**

**Business Administration – Main**

**Skill Based Subject — MANAGERIAL SKILL  
DEVELOPMENT**

**(For those who joined in July 2016 onwards)**

**Time : Three hours**

**Maximum : 75 marks**

**PART A — (10 × 1 = 10 marks)**

Answer ALL questions.

Choose the correct answer.

1. \_\_\_\_\_ refers to knowing how to do an activity.  
(a) skill (b) art  
(c) profession (d) management
2. Ability to analyse the nature of a particular situation is the  
(a) technical skill  
(b) analytical skill  
(c) administration skill  
(d) diagnostic skill



3. Language used by specific groups of people is called  
 (a) Jargon (b) Slang  
 (c) Euphemism (d) Double speak
4. The words we speak with its speed, accent, articulations is called  
 (a) chronemics (b) proximities  
 (c) paralanguage (d) bifactics
5. Movements of head, arms and hands to clarify a point is called  
 (a) posture (b) gestures  
 (c) eye contact (d) touch
6. Assigning meaning to the stimuli that is selected is called  
 (a) attention (b) memory  
 (c) understanding (d) interpreting
7. When individuals don't know what to do, it is called  
 (a) role ambiguity (b) role conflict  
 (c) role overload (d) role play
8. If stimulus and response are from same ego state the transaction is said to be  
 (a) contradictory (b) ulterior  
 (c) complementary (d) monetary
9. A speaker's believability on the basis of audience evaluation is  
 (a) reliability (b) validity  
 (c) trust worthy (d) credibility

Page 2 Code No. : 22765 E

10. The delivery of a speech with little and no planning is called  
 (a) manuscript (b) memorised  
 (c) extempereaneous (d) improptu

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Answer should not exceed 250 words.

11. (a) Spell out the elements of conceptual skills in an organisation.  
 Or  
 (b) Narrate the socio cultural factors considered in environment.
12. (a) Illustrate the types of non verbal Communication.  
 Or  
 (b) List out the barriers in verbal Communication.
13. (a) Spell out the aspects of emotions.  
 Or  
 (b) Specify the objectives of public relations.
14. (a) Outline the features of 'child ego' state.  
 Or  
 (b) Illustrate 'contradictory' and 'ulterior' transactions.
15. (a) How would you organise your speech?  
 Or  
 (b) Specify the elements of use of voice.

Page 3 Code No. : 22765 E

