

(6 pages)

Reg. No. :

**Code No. : 12228 E Sub. Code : JSBA 4 A/
SSBA 4 A**

B.B.A. (CBCS) DEGREE EXAMINATION, APRIL 2021.

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. Which title is given to an individual who is in charge of and coordinates the activities of a group of employees engaged in related activities within a unit of an organization?
 - (a) Manager
 - (b) Employee
 - (c) Vender
 - (d) Contractor

2. A manager who possesses knowledge of the processes, equipment, and potential problems of an industry would possess what type of managerial skill?
- (a) Technical (b) Administrative
(c) Interpersonal (d) Organizational
3. Communication is the task of imparting
- (a) training (b) information
(c) knowledge (d) message
4. Which of the following terms best describes the grapevine as a communication pattern?
- (a) Diagonal (b) Informal
(c) Serial (d) Verbal
5. What is the amygdala?
- (a) The brain
(b) An area of the brain said to be linked to emotion
(c) Something that stops us going mad
(d) The area of the brain that makes us different from apes

6. What is a primary difference between preferences and moods?
- (a) Moods involve feelings
 - (b) Moods are more enduring
 - (c) Preferences are directed at a specified target
 - (d) Preferences are simply positive or negative
7. The following are the characteristics of positive stress
- (a) It improves performance
 - (b) It feels exciting
 - (c) It motivates
 - (d) All of the above
8. Which of the following are the physical symptoms of anxiety?
- (a) Racing heart (b) Sweaty palms
 - (c) Flushed cheeks (d) All of the above
9. Which of these is a sign of rude manners?
- (a) Staring at the floor
 - (b) Making eye contact
 - (c) Steady pace
 - (d) Simple words

10. Which of these must be avoided by the speaker?
- (a) He must convey precise information
 - (b) He must ensure that the information is understood by the audience
 - (c) He must inspire the audience to totally accept his point of view
 - (d) He must force the audience to totally accept his point of view

PART B — ($5 \times 5 = 25$ marks)

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

Each answer should not exceed 250 words.

11. (a) Write a note on the managerial roles.
- Or
- (b) Describe on the human and non-human factors which affects the behaviour.
12. (a) How to develop interpersonal skills? Explain.
- Or
- (b) Explain the importance of interpersonal communication.

13. (a) Write a note on Emotional intelligence.

Or

- (b) Explain the objectives of public relation.

14. (a) What is stress? Explain its types.

Or

- (b) Explain the types of Role conflict.

15. (a) How can we find out about the surroundings while giving speeches?

Or

- (b) How can we compose a speech?

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Detail the need for human relation skills for a manager.

Or

- (b) How can managers develop human relation skill? Explain.

17. (a) Write a note on Non-verbal behavior.

Or

- (b) Elaborate on the characteristics of non-verbal communication.

18. (a) How can we manage emotions? Explain in detail.

Or

- (b) Explain the use of mass media in public relations.

19. (a) Explain the techniques of conflict management.

Or

- (b) Explain the coping strategies of stress.

20. (a) How the speaker's appearances and personality will affect the speech?

Or

- (b) What is the profile of a good speaker? Explain.
