

(6 pages)

Reg. No. :

Code No. : 12973

Sub. Code : JSBA 4 A

B.B.A. (CBCS) DEGREE EXAMINATION, APRIL 2018.

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. A manager at each level will require technical, human and _____ skills
 - (a) Critical
 - (b) Conceptual
 - (c) Peripheral
 - (d) Core

2. Technical skills and knowledge will be mostly demanded in the case of _____ level of management
 - (a) Middle
 - (b) Lower
 - (c) Upper
 - (d) Lower Middle
3. The additional idea accompanying every idea that is expressed is known as
 - (a) Ideal communication
 - (b) Additional communication
 - (c) Meta Communication
 - (d) Beta Communication
4. Certain attitudes and behavior consistent with a role is known as
 - (a) Goal identity
 - (b) Role identity
 - (c) Attitudinal conformity
 - (d) Ideal behavior
5. communication is _____ when it flows between individuals at the same operational levels.
 - (a) Horizontal
 - (b) Vertical
 - (c) Lateral
 - (d) Diagonal



6. Repetition of words that add nothing to the sense is
- (a) Tautology (b) Verbosity
(c) Pleonasm (d) Phraseology
7. The intense feelings that are directed at someone or something are called _____
- (a) Emotions (b) Tenure
(c) Intonation (d) Hatred
8. The informal relationship that supplements the formal organizational relationship is referred to as the _____
- (a) Isolate (b) Delink
(c) Cross link (d) Grapevine
9. The ability to persist in the face of setback and failures is called _____
- (a) Self motivation (b) Perseverance
(c) Persistence (d) Patience
10. The shared goals that cannot be attained without the co-operation of each of the conflicting parties is called _____
- (a) Super-ordinate goals
(b) Super goals
(c) Sub goals
(d) Common goals

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PART B — (5 × 5 = 25 marks)

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

Answer should not exceed 250 words.

11. (a) Explain the role of managers in efficient management of Environment.
- Or
- (b) What are the non-verbal factors that constitute management environment?
12. (a) What do you mean by Body language?
- Or
- (b) What do you mean by Para language?
13. (a) What are the objectives of public relation?
- Or
- (b) What are the features of oral communication?
14. (a) Write a note on Jobari window.
- Or
- (b) What is the need for upward communication?

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15. (a) What is meant by speech and presentation?
Explain its elements.

Or

- (b) Explain the characteristics of Ego status.

PART C — (5 × 8 = 40 marks)

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

Answer should not exceed 600 words.

16. (a) Explain the managerial skills for a manager.

Or

- (b) Explain the significance of human relations skill for a manager.

17. (a) Describe the types of communication.

Or

- (b) Explain the importance of emotional intelligence for a manager. Explain its components.

18. (a) Discuss the various methods of mass media for public relations.

Or

- (b) Explain the methods of conflict.

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19. (a) Explain the features of transactional analysis.

Or

- (b) Explain the need for managing stress and its techniques.

20. (a) Explain the profile of a good speaker.

Or

- (b) Explain the importance of Speaker's appearance and personality.

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