

(6 pages)

Reg. No. :

Code No. : 9156

Sub. Code : KBAM 25/
PBAM 25MASTER OF BUSINESS ADMINISTRATION (CBCS)
DEGREE EXAMINATION, APRIL 2019.

Second Semester

Business Administration— Main

Core – EFFECTIVE MANAGERIAL SKILLS

(For those who joined in July 2016 and afterwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer.

1. Any compatibility or ~~in~~consistency between attitudes or between ~~behaviour~~ and attitudes is called _____
- (a) Attitude surveys
(b) Personality
(c) Cognitive dissonance
(d) None of the above

2. _____ is once view of reality

- (a) Attitude (b) Perception
(c) Outlook (d) Personality

3. _____ leadership emphasize on rules and regulation in an organization.

- (a) Democratic
(b) Autocratic
(c) Laissez-faire
(d) Bureaucratic

4. Which of the following statements is true?

- (a) In small quantities, stress is good
(b) Too much stress is harmful
(c) All stress is bad
(d) Only '1' & '2' are right

5. Communication is the task of imparting _____

- (a) Training (b) Information
(c) Knowledge (d) Message

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6. Which of these are vital for any organisation?
- (a) Debates (b) ☒ Group Discussion
- (c) Speeches (d) Arguments
7. Unstructured interview is also called
- (a) Non directive interview
- (b) Directive interview
- (c) Both (A) and (B)
- (d) None of above
8. Other than your responses, you need to also pay close attention to:
- (a) Your body language
- (b) Your eye contact
- (c) Both (a) and (b)
- (d) None of the above
9. Ctrl +N is used to
- (a) Save document (b) ☒ Open document
- (c) New document (d) Close document

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10. Which menu provides you options like animation scheme, custom animation, slide transition?
- (a) Insert menu (b) Format menu
- (c) Tools menu (d) ☒ Slide show menu

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) ☒ Bring out the importance of personality development.

Or

- (b) What are the various types of attitude?

12. (a) Explain the traits theory of leadership.

Or

- (b) State the significance of managing emotional intelligence.

13. (a) Mention the various barriers of communication.

Or

- (b) Write a note on 'Mock Interview'.

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[P.T.O.]



14. (a) Give the do's and don'ts of table etiquettes.

Or

- (b) What do you understand by social grace at work?

15. (a) How do you open workbook in MS Excel?

Or

- (b) How do you add slide note in power point?

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Briefly explain about the perception process.

Or

- (b) What is Goal setting? State its importance.

17. (a) Define conflicts. Explain its types.

Or

- (b) Describe the various symptoms of stress.

18. (a) Discuss the important principles of effective communication.

Or

- (b) What are the personality traits required for group discussion?

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19. (a) Describe about dress code for an interview.

Or

- (b) Explain the process of acquiring social graces.

20. (a) State the procedure involved in mail merge operation in MS Word.

Or

- (b) Explain the steps involved in preparation of chart using MS Excel.

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