

D 42896

Name.....

Reg. No.....

SECOND SEMESTER M.B.A. DEGREE EXAMINATION, JUNE 2018

(CUCSS)

M.B.A.

BUS 2C 09—SOFT SKILL DEVELOPMENT

(2016 Admissions)

Time : One Hour and a Half

Maximum : 18 Weightage

Part A

*Answer the following questions.
Each question carries 1 weightage.*

1. What is self-management ?
2. What is learned and inborn traits ?
3. What is mock presentation ?
4. What do you mean time management ?
5. What do you mean by personality traits ?
6. Explain the importance of leadership qualities.

(6 × 1 = 6 weightage)

Part B

*Answer any four of the following questions.
Each question carries 3 weightage.*

7. What do you mean by Brain Storming ? Also explain its characteristics.
8. What do you mean by articulation ? How it influences the personality of an individual ?
9. What are the predominant features of Group Discussion ?
10. What are the features of effective business etiquettes ?
11. What are the features of informal conversation ?
12. What are the differences between verbal and non-verbal communication ? Describe different forms of non-verbal communication.

(4 × 3 = 12 weightage)