

S. NO.: 274

BATCH: 2003-2014

Reg. No.:

END OF SEMESTER EXAMINATIONS, APRIL / MAY - 2017  
SKILL BASED PAPER - DEVELOPMENT OF MANAGERIAL SKILLS  
SUBJECT CODE : 10UEBM01

MAJOR : B.B.A.  
TIME : 3 HOURS

SEMESTER : VI  
MAX. MARKS: 75

**SECTION A – ( 10 X 1 = 10 )**

**Answer ALL the Questions:**

1. Mention some of the Managerial skills.
2. Write some media of written communication for employees.
3. State some expressions of Non-verbal communication.
4. State some essentials of a Good Business Letter.
5. What is the purpose of Job Application Letters?
6. What is a 'Curriculum vitae'?
7. How is Innovation different from Creativity?
8. What is meant by Business ethics?
9. What is a Questionnaire?
10. What is an Organization chart?

**SECTION B – ( 5 X 4 = 20 )**

**Answer any FIVE Questions:**

11. Explain the meaning and purpose of Minutes.
12. What are various bases of classification of Business Report?
13. Write a Complaint letter to a Retail store complaining about its poor customer service.
14. Write an Enquiry letter to get the details of Product.
15. Assume that you have received an appointment letter from the General Manager, John Resource Department, Sonali Bank for the post of a Management Trainee. Write a joining letter to the General Manager.
16. How to construct a Questionnaire?
17. Describe the contents of a Resume.
18. Describe any two theories of Motivation in detail.

**SECTION C – ( 3 X 15 = 45 )**

**Answer any THREE Questions:**

19. How can Inquiry letter be made effective? Discuss the kinds of inquiry letters.
20. Explain the steps involved in New Product Development.
21. How job application letter is like a sales letter? Explain with reference to its functions.  
Mention the considerations for writing effective job application letters.
22. How SWOT analysis is conducted?
23. Differentiate between an Interview schedule and a Questionnaire.

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