

- 1) “Employability skills are non-technical skills and competencies that form an important part of effective and successful participation in the work place.” Explain the statement in the light of concept and categories of employability skills.
- 2) What do you mean by managerial skills? Explain different types of managerial skills showing their relative importance with different levels of management.
- 3) “Given the growth of technology, it is imperative that the need for technical skills shall also continue to grow.” Explain the statement in the light of concept, types and approaches to developing technical skills.
- 4) What are the main competencies, skill and knowledge required to handle the position of middle management by the managers?
- 5) What is Managerial Skills? State few responsibilities of top level Manager
- 6) What are the main competencies skill and knowledge required to handle the position of middle management by the managers?
- 7) Management often needs to have technical skills in order to communicate effectively with line workers and coordinate efforts. Discuss.
- 8) “Manager at all levels requires some competence in each of the technical, conceptual and human skills although with difference in emphasis” analyze this statement with suitable examples.
- 9) As a manager, it has never been enough to be technically adept. You have to excel at soft skills as well. Elaborate.
- 10) Unlike hard skills, which tend to be specific to a certain type of tasks or activity, soft skills are broadly applicable. Discuss.
- 11) ‘Employability skills are general skills that are needed to get job, but they also help you to stay in a job and work your way to the top’. Give your Comment.

MSD-UNIT-II-14

- 1) List different principles of effective communication and explain any three of them with the help of suitable examples.
 - 2) “Communication begins with sender and ends with sender.” Discuss this statement in the light of the communication process.
 - 3) Explain the concept and characteristics of communication.
 - 4) Give an exhaustive classification of barriers to communication. Discuss different measures to deal with these barriers.
 - 5) Explain the process of communication and what the barriers to communication are. Explain with examples.
 - 6) Discuss the importance and nature of communication. State essentials for effective business communication.
 - 7) Discuss how communication is the lifeline of an organization’s good health.
 - 8) Communication is the life blood of an organization. Elaborate the statement with suitable examples.
 - 9) What is the difference between formal and informal communication? Which one is more important for an organization?
 - 10) Explain communication and describe the different misconceptions of communication.
 - 11) Discuss various dimensions of non verbal communication
 - 12) “Define Physical, External, Psychological and Organizational Barriers to Communication. Give a detail classification of all types of barriers to communication.
 - 13) “It takes a long journey from conception of message to acting upon it.” Explain the statement in the light of communication process.
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MSD-UNIT-III-14

- 1) What are advantages and disadvantages of social internet media as E-communication tool?
 - 2) Discuss and explain the “Dos” and “Don’ts” of business writing.
 - 3) Explain Essential elements, regarding the appearance of Good Business Letter with a suitable example.
 - 4) ‘A business letter acts as a relationship manager of an organization’. Comment.
 - 5) “Report writing is the most difficult job in a survey” Explain. What precautions would you keep in mind while drafting a survey report?
 - 6) What do you mean by resume? Briefly discuss the components of an effective resume.
 - 7) Describe the essential features of a good research report. Give suitable examples.
 - 8) What is report? Discuss different types of reports.
 - 9) Give a detail classification of different types of letters. Explain information letters.
 - 10) Give layout of business letter. Explain the part of letter in details
 - 11) Write a convincing letter to the president of a social club, about your company – New Maharaja micro oven. Also requesting the president for a demonstration show during the meeting
 - 12) Resume and curriculum vitae is the first impression created in employer’s mind while calling for interview. Explain the statement in the content with position for management students.
 - 13) For the continuous misconduct from the particular employee, As a HR manager write and issue memo to the particular employee.
 - 14) Write a brief notes on following –
 - a) The Heading or Letter Head
 - b) The attention line
 - c) The subject line
 - d) Postscript
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MSD-UNIT-IV-14

- 01) Explain the different components of body language giving suitable example.
- 02) Explain the steps involved in Negotiation Process.
- 03) Describe the different guidelines for effective public speaking.
- 04) What is 'Body Language'? Explain in brief different types of body language.
- 05) What is kinesics? What is the role of body language in communication?
- 06) Define non-verbal communication and explain various types of non verbal communication
- 07) What is public Speaking? Why is a thorough preparation for public speaking essential? Explain with examples
- 08) Explain the points, which are to be kept in mind in organizing a public speech. Also state the barriers to public speaking
- 09) Describe practical application of following zones in the use of space citing an actual example of interpersonal communication in business organizations. (i) Intimate Zone (ii) Personal Zone (iii) Social Zone (iv) Public Zone
- 10) Describe the meaning and practical application of following gestures citing actual examples of interpersonal communication in business organizations.

(i) Emblems (ii) Illustrators (iii) Regulators (iv) Adaptors

UNIT-V-14

- 01) Define the Case Analysis Method. Discuss in detail the manner in which a Case Analysis is done in management.
- 02) What do you mean by the terms `Brain Storming'? Explain the rules and procedure for conducting a Brain Storming Session.
- 03) What are different presentation aids required for effective presentation? Explain.
- 04) What is Group Discussion? State its objective, merits and Demerits.
- 05) What is the purpose of group discussion? How will you organize a group discussion?
- 06) What is Meeting? State its Objectives. Explain the advantages and disadvantages of Meetings.
- 07) How brainstorming helps to generate new ideas and solutions to the problems?
- 08) Elucidate in detail the responsibilities of leader for preparation of a meeting.
- 09) How will you write research paper? How is it being presented?