123744 62217

Reg. No. | | | | | | | | |

II Semester M.B.A. (Day and Evening) Degree Examination, January- 2025
MANAGEMENT
Employability Skill Development - II
(CBCS Scheme - 2019 Onwards)
Paper : 2.7

Time : 3 Hours **Maximum Marks : 70**

SECTION - A

Answer any Five questions from the following. Each question carries 5 marks. **(5×5=25)**

1. Listening skills are vital to your success in Business. Elucidate.
2. Discuss the tips for power Dressing.
3. What is V-Lookup and H-Lookup?
4. List out the 4 C s of personal branding.
5. Define emotional intelligence. How does EI help in managing an organization?
6. What is the importance of positive thinking?
7. Write a short note on:
   a) Mail merge
   b) Group discussion

SECTION - B

Answer any Three questions from the following. Each question carries 10 marks. **(3×10=30)**

8. Explain the barriers of effective communication in an organization.
9. Discuss the various elements in an effective business power point presentation.
10. XYZ Ltd is an IT company which has its presence in many developed countries. You are shortlisted for the post of marketing Executive. The interview is scheduled on 12/02/2025. What ground work u need to do before attending the interview.
11. Define Personal Branding. Explain the process of personal branding.

[P.T.O.

SECTION - C

12. Case Study (Compulsory) : **(1×15=15)**

Adithya, a recent graduate, attend an interview at Techno MNC, eager to secure a position in the company. Despite having strong technical skills and relevant qualifications, he faces challenges due to his body language during the interview. From the start, Adithya appears visibly nervous, avoiding eye contact with the interviewers. His shoulders droped forward, and his arms are crossed tightly, which gives an impression of defensiveness and lack of confidence. During discussions, he frequently looks down at the table and fidgets with his hands, which distracts from his answers and makes him appear uncertain. When asked questions, Adithya's facial expressions remain neutral and lack enthusiasm, making it difficult for the interviewers to gauge his interest in the role. Additionally, his lack of smile and occasional blank expressions create a perception of disengagement. Despite providing technically correct answers, his body language contradicts the confident, positive image he wants to project. By the end of the interview, the panel is left unsure about Adithya's enthusiasm and fit for the company's collaborative culture, ultimately affecting his chances of securing the job.

Questions:

a) What specific body language mistakes did Adithya make during the interview?

b) How could Adithya improve his body language to create a better impression?

c) Is appropriate body language important in an interview .Discuss.