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I Semester M.B.A. [Day] Degree Examination, July - 2022

MANAGEMENT

Employability Skill Development - I (Soft Core)

(CBCS Scheme 2019)

Paper : 1.7

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

SECTION - A

Answer any Five questions, each carries 5 marks. **(5×5=25)**

1. Define self - Concept. Explain how knowing oneself improves job performance.
2. You have to attend an interview for the position of marketing manager in a garments factory in Bangalore. Do a SWOC analysis of yourself. What makes you suitable for this job?
3. You are the store manager of a hyper market in Mumbai. The chain has ten stores in the city. These stores concentrate on supplies groceries and essential items in the neighbourhood. Since the store could not survive in the cut - throat competition, after an year of disappointing sales, the senior management has decided to close three stores which are not performing well. You received a mail from the Operations manager about this decision. Draft a mail to communicate the decision to all the staff in your branch.
4. What are the characteristic of a person with child ego state?
5. What are the causes of stress and how to overcome it?
6. As a sales executive of a company how will you manage time? Show it by developing time management matrix.
7. Briefly explain the essential elements to be considered when preparing to leave a job.

SECTION - B

Answer any Three questions, each carries 10 marks. **(3×10=30)**

8. You are working for Mr. Khanna in Delhi who is the owner of a construction company. The company specializes in construction of apartments for the middle income group. As the Covid situation has gripped the country, the sales have reduced the demand for housing in the targeted group, three of the projects are not selling. He proposes to hold a discussion with the operations and marketing team of the company to explore the strategies of improving the sales. Prepare an agenda and notice for the meeting.

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9. Why is emotional intelligence important for the professionals? Explain various components of emotional intelligence and its implications.

10. Define Kinesics. Describe the body language of a good presenter and listener.

11. You work in the customer service department at a company in Gandhi Nagar. The company is now upgrading the software packages used for the complete operations. The management has hired a software company from Bangalore to develop the new software. The team is expected to come next week. The team visiting will consist of their senior manager, team leader and five software engineers of whom three are ladies. Mr. Das is coordinating the visit from the software company. You need to discuss the travel plan and accommodation of the team who will be staying in your city for the entire week. The agenda for your call is

Agenda for Phone call to Arnold

- Greetings.
- Purpose of call
- Flight booking
- Hotel booking
- Local transport.
- Questions
- Closing

Write down your conversation with Mr. Das.

SECTION - C

(Compulsory)

12. Case study **(1×15=15)**

Mr. Manoj Kumar was born in a middle class family in Khandwa, Madhya Pradesh in 1952, His parents were daily wage earners in the village attached to a bid land lord. They could not afford any high standard of living for them or their children. Mr. Kumar went to the primary school in the village and then was forced to work along with his parents for the landlord in his field.

However, after two years of working in the field, a teacher who visited the village one day noticed him not attending the school. When the teacher discussed the matter with the parents, they expressed their inability to send their son to a better school as the high school were far off from the village and they did not have enough savings to send him for the school. The teacher went back, discussed the issue with one of his senior officers. The officer suggested that young Kumar be sent to a residential school run by a charitable organization at the district headquarters.

This became turning point in his life. He went to complete to school and college education from Khandwa and migrated to Mumbai after his graduation. He started his professional life as an accountant in a textile factory. After a few years, because of his hard work and honesty the owner of the factory identified him and gave more responsibilities to him.

This led to Mr. Manoj Kumar getting insights into the working of the garment sector. After 15 years of working in the same factory, he resigned his job and decided to set a small factory himself. Since he had very good knowledge about how the factory works and the behaviour of the market, he could source the raw material for the company and arrange the sales.

He went on to become a successful entrepreneur leading to establishing five factories in three cities. At the age of 50, he had 3000 employees working under him. Then he decided to have a mill to produce the cloth for the factory and established training centers in various municipal towns. These centers were used to select people from villages and they were training in stitching. These trainees were given job in his factories. This led to large number of people from villages getting a job with regular income. He has also established schools inside all the three factories where the children of his workers were given free education.

As forward integration, he has started stores in smaller towns of Maharashtra and Madhya Paradesh. Today he owns two mills to produce cloths, three garment factories to prepare his products and 50 stores to sell these. The total revenue of his company in an year is Rs. 20000 crores. His chain of companies employ around 5000 employees. He was awarded with the best entrepreneur of the year by times now.

The Journey of Mr. Kumar is like a fairy tail of rags to riches story from a laborer in the farm of a village land lord to the chairman of a large cap company employing 5000 people at various levels.

Question :

1. Read the career history of Mr. Manoj Kumar and design a resume for him.

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