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

I Semester M.B.A.(Day & Eve) Degree Examination, June/July- 2024

MANAGEMENT

Employability Skill Development-I

(CBCS Scheme 2019 Onwards)

Paper : 1.7

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

SECTION-A

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

1. What do you mean by learning about yourself? What are the benefits of learning about one's self?
2. What do you mean by communication skills? Explain the importance of communication skills to any organization.
3. What is time management? Explain the techniques used for time management.
4. Explain 7c's of communication.
5. What are the effective body language features to be adopted by a good presenter?
6. Briefly explain the components of emotional intelligence.
7. Discuss the importance of career planning.

SECTION-B

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

8. Assume that you have an interview for the position of Tax analyst in an MNC. Do a SWOC analysis of yourself. What makes you suitable for this job?
9. Explain digital skills. What are the digital skills required by the individual who want to get job in a software industry?
10. Explain the steps involved in resume writing. Explain with the help of an illustration.
11. What are the principles of effective career management?

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SECTION - C

12. Compulsory Case Study:

Enhancing Employability Skills for New Graduates(1×15=15)

Fresh Graduates Inc. (FGI) is a company that specializes in providing training programs to recent university graduates to enhance their employability skills. With a rapidly changing job market, FGI has identified several key skills that empolyers are looking for, including critical thinking, communication, teamwork, and digital literacy. FGI's training programs are designed to address these skills through a combination of workshops, online courses, and real-world projects.

Scenario: Sarah is a recent university graduate who has completed her degree in Business Administration. Despite her academic success, she has struggled to secure a job in her field. After several months of unsuccessful job applications, sarah enrolls in FGI's employability skills program.

Training Program Components:

Workshops: Interactive sessions focused on soft skills like communication, teamwork, and problem-solving.

Online Courses: Self-paced courses covering digital tools, project management, and industry-specific knowledge.

Real-World Projects: Collaborative projects with peers to solve real business problems, providing practical experience.

After completing the program, Sarah applies for a position as a Marketing Coordinator at a reputable company. During the interview, she impresses the panel with her polished communication skills, examples of teamwork from her projects, and her proficiency in digital tools. She is offered the job and starts her new role with confidence.

Questions:

a) What are the key empolyability skills identified by Fresh Graduates Inc.?

b) How did Sarah enhance her employability skills through FGI's training program?

c) Describe the components of the training program provided by FGI.

d) Why is digital literacy considered an essential employability skill in the current job market?