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I Semester M.B.A. (Day/Evening) Degree Examination, May/June - 2025

MANAGEMENT

Employability Skill Development - I

(CBCS 2019 Onwards Scheme)

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 is SWOC analysis? Do a SWOC analysis of yourself.
2. How do employers perceive employability skills in fresh graduates?
3. Write a short note on professional telephone etiquette.
4. What are the common causes of workplace stress?
5. How can social media be used for professional networking?
6. Mention any three - time management tools and explain their uses.
7. What are the essentials of a Good Resume?

SECTION - B

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

8. Explain the process and significance of self - appraisal, peer appraisal and mentor appraisal in identifying employability skill.
9. Draft a sample email for a job application for the position of Data Analyst, including subject line, salutation, body and closing - and justify each compenent.
10. Draft a resume of yours for the position of Brand strategist in an MNC.
11. What are the key components of career plan? Explain how one should set long - term and short - term goals using examples.

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SECTION - C

12. Compulsory (Case study) **(1×15=15)**

Inaaya is a final - year MBA student specializing in Marketing. She is juggling multiple responsibilities - completing her dissertation, attending placement training, working part - time as a digital marketing intern, and preparing for upcoming campus interviews. She is known for being punctual and driven, but lately, things have begun to spiral out of control. Over the past two weeks, Inaaya has missed two important submission deadlines and forgot to attend a scheduled interview due to calender mismanagement. She feels overwhelmed by the piling workload. Sleep deprivation and anxiety have become routine, and she finds herself snapping at classmates and feeling emotionally exhausted.

Despite downloading a few productivity apps, she hasn't been consistent in using them. She has stopped exercising and often skips meals. Her academic mentor notices the change in her behavior and suggests she evaluate her time management and stress levels before things escalate further.

Questions.

a) Identify the major time management issues Inaaya is facing.

b) What are the primary sources of stress in her current routine?

c) Recommend at least three stress - busting methods Inaaya could adopt to improve her well - being.

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