Birla Institute of Management LIBRARY M.P.

62217

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

II Semester M.B.A. (Day and Eve.) Degree Examination, December - 2022

MANAGEMENT

Employability Skill Development - II

(CBCS Scheme 2019-20 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. Define Listening. Describe the qualities of a good listener?
2. How to make Power Point Presentation more effectives, explain with example.
3. What is mail merge? Explain the steps involved in creating a mail merge.
4. What is emotional intelligence? Discuss the importance of emotional intelligence in management of organization.
5. Briefly explain various types of employment interviews.
6. Define personal branding. Explain the 4 C's of personal branding.
7. "A good discussion increases the dimensions of everyone who take part". Comment.

SECTION - B

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

8. Briefly explain the elements of effective writing. How can you develop effective writing skills?
9. XYZ Ltd is an IT company which has its presence in many developed countries. You are shortlisted for the post of business analyst. The interview is scheduled on 10-10-2021. What ground work you need to do before attending the interview?
10. How will you project a powerful image? Explain in detail the importance of image cycle and visual communication. What are the factors influencing image?
11. Explain various tips for power dressing.

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SECTION - C
(Case Study)
(Compulsory)

(1×15=15)

12. ABCL. is a Bangalore based company working with U.K and U.S.A. clients. Company works on transition and transformational based projects. In spite of having top talents in the field; company is losing back to back many important deals. After conducting internal rationalization HR decided to hire Image Consultant. Explain how Image Consultant will work in a given scenario to improve the performance with live examples.