

SARDAR PATEL UNIVERSITY
BBA (ITM) (SEM-III) NC (4 years) (CBCS) EXAMINATION
Monday, 5 December 2016
02:00 pm to 04:00 pm
Communication Skills for IT Management-I
UM03FBB101

Total Marks: 60

NOTE: Figures to the right indicate full marks

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| Q-1 A | Elucidate the statement, 'Man can be defeated but not destroyed', with reference to Earnest Hemingway's 'The Old Man and the Sea'. | 10 |
| B | Write a short note on: The Incident that made Santiago, The Champion | 05 |
| Or | | |
| Q-1 A | Discuss the character of the old man as described in the novel, 'The Old Man and the Sea'. | 10 |
| B | Write a short note on: The relationship between Santiago and Manolin | 05 |
| Q-2 A | What are the different publicity tools? Discuss them in detail. | 08 |
| B | What is Time Management? Explain some techniques to manage time. | 07 |
| Or | | |
| Q-2 A | Describe the strategies of effective public relation through internet. | 08 |
| B | What are the factors responsible for stress? How can stress be managed effectively? | 07 |
| Q-3 A | What are the different stages for preparing a presentation? Describe with appropriate examples. | 08 |
| B | Write a note on: Uses of PowerPoint for making presentation | 07 |
| Or | | |
| Q-3 A | Write a detailed note on different audio-visual tools to be used for effective presentation. | 08 |
| B | Write a short note on: Body Language in Presentation | 07 |
| Q-4 A | Write a short note on: Importance of Team Work in an organisation. | 05 |
| B | Read the following passage carefully and answer the questions: (Case Study) | 10 |
| | Mr. Siddharaj was a young officer in a nationalized bank in Chennai. He was approached by Mr. Pratipal, owner of a small textile plant, for a loan to renovate his plant. Siddharaj gave him a loan of Rs. 50,000. The bank's branch manager, who saw no future in textiles, was shocked at the loan transaction. He told Siddharaj to stay close to Pratipal until the money was paid back. Siddharaj stuck so close that he became Pratipal's financial adviser. | |

The loan was repaid but Siddharaj became Pratipal's partner and resigned his bank job. Within six years, Siddharaj set up another textile plant and after two decades his textile unit became the second fastest growing textile company in the country. Siddharaj's management style was characterized by an emphasis on innovation and tight control. To his employees Siddharaj was friendly and highly visible boss. He always worked around the plant and called vast number of workers by their first names. He preferred to lead by example rather than telling people how to do their jobs.

However, Siddharaj committed a big mistake of not grooming a successor. Therefore, there was a vacuum at the top when he had a severe heart attack and died.

Questions:

- 1) What were the qualities of Siddharaj as a manager?
- 2) Do you think Siddharaj was a successful manager?
- 3) Do you think Siddharaj's decision to resign from his job was proper?
- 4) Was Siddharaj right in not appointing his successor?
- 5) Give suitable title to the passage.

Or

Q-4 A Write a short note on: Attributes of a well run team

05

B Read the following passage carefully and answer the questions: (Case Study)

10

Mr. Aakash Mishra joined the State Bank of India as a clerk after completing his MSc in 1988. He was aspiring for the promotion to the officer's post. After getting the eligibility service in 1992, he applied for officer's post in the bank under the promotion quota.

He could not get the promotion as his score in the written test was quite low. But at that time, he was transferred to his native town, i.e. Allahabad. He tried for officer's post for several times but could not succeed. He was vexed with his trials. But he was elected to the office of President of the local branch of Bank Employees' Union. Since then he became problem to the management.

Consequently, almost all the clerks of the branch joined his union. However, he continued his trials for officer's post. He was not given the promotion in 2000 though

he got minimum score in the written test on the ground that his interview score was less than minimum. In fact, the confidential report of the branch manager regarding his trade union activities worked against him in this case.

With this failure, he decided not to make any further trials and became more active in trade union activities. Further, he started a business of dealership in automobiles. He succeeded in diverting the deposits of the business community in his bank to other banks. The management decided to promote him to the officer cadre based on the recommendations of the new Branch Manager.

One day, Mr. Aakash Mishra received an appointment order for the officer's post from the head office of the bank. All the colleagues including the branch manager congratulated him. But he said that he did not want the promotion. It was quite a surprise to all of them.

- Q-1 Do you think that the management's action of not selecting Mr. Aakash Mishra in 2000 on the basis of the confidential report of the Branch Manager was right?
- Q-2 Why does Mr. Aakash Mishra not want promotion?
- Q-3 Explain the promotional policy related to this case.
- Q-4 Give an appropriate title to the passage.



