296026 **SDCBB-104**

I Semester B.B.A. Degree Examination, December/January - 2025/26
(SEP 2024 Scheme Freshers and Repeaters)
BUSINESS ADMINISTRATION
Soft Skills For Managers
Paper-1.6

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Time : 3 Hours **Maximum Marks : 80**

Instructions **:**

Answers should be written completely in English only.

SECTION - A

Answer any FIVE of the following questions. Each question carries 2 marks. (5×2=10)

1. a) Explain the need of conflict resolution skill for manager.

b) List any three purposes of communication.

c) Define an elevator pitching.

d) Explain the term, Team.

e) What is telephone etiquette?

f) Name two types of personal interviews.

g) Define the term 'time scheduling'.

SECTION - B

Answer any THREE of the following questions. Each question carries 6 marks. **(3×6=18)**

2. Discuss any four soft skills required for the role manager.

3. State the basic principles of communication.

4. Explain the role of adaptive leadership in managing change effectively.

5. Discuss corporate etiquettes.

6. Analyse the role of a covering letter in influencing recruiter decisions.

SECTION - C

Answer any THREE of the following questions. Each question carries 14 marks. **(3×14=42)**

7. Discuss the conflict resolution strategies at workplace.

8. Explain how time management contributes to organizational productivity.

9. Discuss transactional leadership style with its features.

10. Identify the features of leader.

11. Describe do's and don'ts during an interview.

SECTION - D

Answer any One of the following question. This question carries 10 marks.
(1×10=10)

12. Explain the Various Channels of Communication.

(OR)

Mr.Karthik, recently promoted as a project manager in an IT company, is technically strong but struggles with his team. Team members feel he doesn't listen actively to their concerns. He often communicates only through emails, creating misunderstandings. When conflicts arise, he avoids them instead of resolving them. The senior management has noticed delays in projects due to low team morale. Karthik realizes that being technically sound is not enough - he needs to improve his soft skills to succeed in his managerial role.

a) Discuss the importance of soft skills in managerial effectiveness with reference to Karan's case.

b) If you were Karan's mentor, what step-by-step strategy would you suggest to improve his interpersonal skills?

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