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School of Management and Business Studies
Department of Management
Even Semester Examination - August 2023
BBA – MBA – Integrated - VIII Semester
Essentials of Communication and Personality Development
MBA(I)–OUE-22

Duration: 3 Hour

Max Marks - 75

Note: Attempt any Five Questions, all questions carry equal marks

(5 x 15 = 75)

1. What is a Personality? What are its determinants? How can an individual make the best communication at workplace? Discuss some methods or techniques.
2. Sometimes a working professional undergoes various phases where she/he can have issues like “Anxiety, Anger, depression, Superiority or Inferiority complex, Stubborn, vulnerability, etc.” How can such traits be managed at a professional level? Suggests some remedies.
3. Kelly is a management graduate from a renowned business school. She has recently joined a firm of repute. However, she does not find herself comfortable with her colleagues and feels like quitting. What possibilities could have made her think like that? Make your own assumptions and show clarity of thought.
4. Discuss the concept of Self-Motivation. Why is it important these days? What benefits it can have if adopted at an early stage?
5. You have been recently hired as an intern and the first assignment is to explore ways of innovative and cost-effective business models. What creative ways you can adopt to make them buy your ideas and presentation?
6. A young manager without any past experience has joined an organization of repute. In order to check his intelligence and capability for future retention, the recruitment panel has decided to hire him on a trial basis for 2 months in which he has been asked to read all literature and documents pertaining to the industry and to the firm. He is then asked to submit **a detailed report** of his understanding of the company, its competitors, different stakeholders, the company's business profiling, the gap and how is he going to fix the gap. He may give an idea of future plans/recommendations/action plan.

- a) He has been asked to get familiar with his colleagues and is free to get into vertical and horizontal communication. Kindly throw some light on how his/her personality can/may enable him to perform and retain his job/task. What are the prerequisites for completing such tasks and how should he interact with his colleagues so as to reach his objective?
- b) If he does not get selected, he will be given an internship certificate to move on. Why do you think this is important for the company?
7. Recently there is a surge in jobs in the area of corporate communications. How do you see this profile and why has it gained popularity.?
8. Write Short Notes on:
- a) Workplace Ethics
 - b) Cohesion of thoughts and ideas
 - c) Concise vs Incomplete communication
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