

Register No.: Name.:

SAINTGITS COLLEGE OF ENGINEERING (AUTONOMOUS)

(AFFILIATED TO APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY, THIRUVANANTHAPURAM)

FIRST SEMESTER MBA DEGREE EXAMINATION (Regular), DECEMBER 2022 (2021 Scheme)

Course Code : 21MBA101

Course Name: Introduction to Business

Max. Marks : 60

Duration: 3 Hours

PART A

(Answer all questions. Each question carries 2 marks)

1. Define Management.
2. Mention the objectives of Staffing.
3. Define Business Letter.
4. Mention the different approaches of Negotiation.
5. Define Quality control.

PART B

(Answer any 3 questions. Each question carries 10 marks)

6. Planning is based on foresight, the fundamental capacity for mental time travel. It involves the use of logic and imagination to visualize the steps necessary to achieve the results. Illustrate the various steps involved in planning.
7. Employee selection is a process of matching organization's requirements with the skills and qualifications of individuals. Suppose you are an HR manager of an IT company, develop an appropriate selection process.
8. Critically discuss Dyadic Communication with a diagram.
9. Suggest various techniques to enhance creativity.
10. Discuss the different steps involved in strategy implementation.

PART C

(Compulsory question, the question carries 20 marks)

11. LEAD GROUP

To improve the listening skills of the employees and managers, the Research and Development (R&D) department conducted a programme for middle managers and technical leaders. A group „Leaders Effect A Difference (LEAD)“ was formed to attend that programme. The objective of the LEAD group was to increase innovation and build lasting relationships to increase long-term networking.

The participants of the LEAD group could obtain the following benefits:

- Recognise the complexities of work issues.
- Accept the senior management expectation.
- Recognise the importance of helping others to solve their work issues.

The programme for a LEAD group begins with a 45 minute introduction to LEAD process and is followed by building in-depth listening skills. Listening is the main point of coaching; hence it plays a critical role in developing coaching.

The lead group was structured into groups of six persons. Participants were asked to play the role of helper and observer. Each member of the group was assigned the role of seeker for one of the six LEAD sessions.

The seeker was assigned the role of practicing the skills of helping others on work issues. The helper was assigned the role of practicing listening and training skills with the aim of assisting the seeker to think, feel, and plan.

- a) Give the reason which made the managers ineffective listeners?
Marks (10)
- b) What are the benefits of LEAD group program to the participants?
Marks (10)
