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0512E900

Candidate's Seat No : _____

MBA in BI Sem.-3 Examination

BI 301

EES

Time : 2-30 Hours]

December-2024

[Max. Marks : 70

- Instructions :** (1) This paper contains **FIVE** questions.
(2) All questions are compulsory.
(3) Question No. **2, 3, 4** have internal options.
(4) Figures in the right side in parenthesis indicate marks.

Q:1 Explain the following Terms (Any 7)

(14)

- | | |
|-----------------|----------------------|
| 1. Kinesics | 6. Gesture & Posture |
| 2. Haptic | 7. Voice Modulations |
| 3. Proxemics | 8. Negotiations |
| 4. Olfactics | 9. Oculesics |
| 5. Paralanguage | 10. Interview |

Q:2 Draft a Resume on behalf of Ms. Anjali Malhotra, Ahmedabad in response to an advertisement in Times of India 21st November 2024 for the post P R Officer in Ritz Carlton Hotel, Panjim. **(14)**

OR

Q:2 What are the soft skills that you think are specifically required for the above mentioned post of P R Officer in Ritz Carlton Hotel, Panjim. **(14)**

Q:3 You are invited as a guest speaker to address College Students for successful Career Planning. Explain your strategies as a successful Public Speaker **(14)**

OR

Q:3 You are invited to mentor a Group Discussion of College students on "Pros & Cons of Dependence on Technology" What will be the criteria of evaluation and explain them in brief. (Any 7) **(14)**

Q:4 Mr. Rahul Verma is supposed to attend a Corporate Business Meeting on behalf of his company. Suggest various core Dressing and Non-verbal Communication etiquettes he should follow to make a remarkable presence. **(14)**

OR

Q:4 Ms. Rebecca is supposed to face an online job interview in Al Hamid Corp., Dubai. (14)
Give her suggestions for preparing and successful facing of interview.

Q:5 Case Study: (14)

The vice-president of a company was being given a farewell by the employees with whom he had worked for more than 25 years. Camaraderie, reflections, sharing of thoughts and memories, lots of wine, and plenty of food could sum up the mood of the party. The CEO walked in to join the party and he was soon requested to deliver a short speech looking at the mood and the spirit of the occasion. The CEO, an eloquent speaker, stood up and delivered a great speech, marked with touches of gentle humour, about life after retirement, what the vice president meant to the company and to him personally, how he had reached such heights and yet never compromised his values, and that his exit would be a difficult space to fill in. as the CEO spoke, all eyes were fixed on him. Most employees were serious, watchful, and paying full attention. Some were clearly indifferent.

A few proactive listeners, however, enjoyed every bit of what the CEO said which was quite evident from their body language. Their smiling faces, twinkling eyes, and occasional head nods, in agreement with what the speaker said, were indicative of their level of involvement and enjoyment. In other words, they had tuned themselves to whatever the CEO was saying. However, midway through his speech, the CEO sensed that his speech was becoming a little too stretched, he cut short his speech and wished the vice-president all the good health and peace.

Answer the following questions with reference to above case:

1. Discuss the positive and negative aspects of the CEO's Speech
2. What are your learnings from the above case?

OR

1. What will be your suggestions to the CEO for effective speech delivery?
2. How do listening skills differ according to person, place and time? Explain it with reference to above Example.

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