

IM.B.A. (PHM) (Rep) Sem.-2 Examination  
PHM-BBA - MS-2  
MS

Time : 2-30 Hours]

November-2025

[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** Do as Directed:**(14)**

1. The manager...ask you to attend the meeting tomorrow. (may/can) — Use the correct modal verb from the given options.
2. Please stay here until I return from the office. (Replace the phrasal verb 'stay here' in the sentence with a correct synonym phrasal verb without changing the meaning.)
3. I... that movie twice already. (Use correct form of verb 'see').
4. .... Eiffel Tower is located in.... Paris. (Insert appropriate article wherever/if required.)
5. They ..... watching television for the last two hours. (Use correct form of the verb 'be'.)
6. We must think of a way to solve this issue. (Use phrasal verb 'Figure out' in the sentence without changing its meaning.)
7. You have not eaten anything since morning. You...be hungry. (Use appropriate modal verb.)
8. Rahul.....to become an engineer. (Use correct form of the verb 'plan'.)
9. You....to complete the project before the deadline. (ought/must/should) — Use correct modal verb from the given options.
10. He is sleeping since afternoon. (Correct the sentence by using appropriate form of the verb 'sleep'.)
11. You ...carry an umbrella. The weather looks clear. (Should not/need not) — Choose the correct option.
12. This is.... story about.... courage and friendship. (Use appropriate 'article'.)
13. .... Statue of Liberty is located in.... New York. (Insert appropriate article wherever/if required.)
14. She ..... studying for her exams since last month. (Use correct form of verb 'study' in present tense.)

E/218.2

**Q:2** You are Rahul Chauhan, 25, Masters of Business Administration in Marketing. You wish to apply at TDT Consultancy Services, Ahmedabad as a Marketing Manager. Build a resume to apply for the same. (You are free to assume a few personal details.) **(14)**

**OR**

**Q:2** Write a detailed note on following: **(14)**  
1. Types of Interviews  
2. Do's and Don'ts as a candidate in an Interview.

**Q:3** Lupin Pharmaceuticals has mistakenly sent 300 cartons of Cough Syrup Z to Healthy Life Distributors instead of Medic World Distributors. Draft an apology mail as an administrator of Lupin Pharmaceuticals. Also mention the corrective actions and preventive steps taken by the company to avoid such errors in future. **(14)**

**OR**

**Q:3** You are Riya Mehta, Manager at The Fern Residency Hotel, Vadodara. Write a letter to the Editor of The Times of India inviting their media team to cover the Annual Food and Cultural Carnival to be held in your hotel next month. **(14)**

**Q:4** Shalby Hospital, Ahmedabad plans to organize a Breast Cancer Awareness Marathon. As the Hospital Administrator, write a letter to a local newspaper requesting their collaboration and support for the joint promotion of this social initiative. **(14)**

**OR**

**Q:4** Explain the following: **(14)**  
A. State the difference between interpersonal skills and meta skills with one example of each.  
B. Explain any five Core Meta Skills essential for professional success, giving suitable workplace examples.

**Q:5** Explain the meaning of following Business Jargons and use them in the sentence of your own: **(14)**

1. Move the Needle
2. Game Changer
3. Low-Hanging Fruit
4. On the Same Page
5. Win-Win Situation
6. Touch Base
7. Think Outside the Box

—X—