

**IMBA in BI/IB/ APR Sem.-9 Examination
EES**

Time : 2.30 Hours]

December-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 Explain the following terms: (Any Seven) **(14)**

1. Interview
2. Gestures
3. Leadership skills
4. Oculesics
5. Team Building Skills
6. Chronemics
7. Voice Modulations
8. Intra-personal Communication
9. Group Communication\
10. Critical Thinking Skills

Q:2 Write an application for the post of Event Manager along with a covering letter in Adlabs Media, Mumbai in response to the Advertisement in Times of India dated 31 August 2024. The minimum experience required is 3 years in the field along with an exclusive project handed independently. Kindly also attach the copies of your credentials. **(14)**

OR

Q:2 You have been invited as a Guest Speaker to address the students of MBA – Business Intelligence. Select an appropriate topic for the same and state the reason for its selection. Also, how will you prepare and deliver effective presentation. **(14)**

Q:3 If the below questions are asked to you in an interview how would you answer those questions? **(14)**

- I. Tell me about yourself.
- II. Walk me through your resume.
- III. What are your strengths and weaknesses?
- IV. How would you describe yourself in three words?
- V. Why should we hire you?

OR

Q:3 If the below questions are asked to you in an interview, how would you answer those questions? **(14)**

- I. How has your education prepared you for this role?
- II. Which subject did you find most challenging and why?
- III. What skills do you think are most important for this position?
- IV. How do you keep yourself updated with new knowledge or trends?

Q:4 Justify the following statements: (14)

1. Leadership plays a crucial role in guiding individuals and teams, making it important to understand what leadership truly means.
2. A deeper look at the various types of non-verbal communication reveals how each form contributes to effective interpersonal communication.

OR

Q:4 Mr. Rahul Verma is invited to address Corporate Managers on the topic "Use of AI in HR Practices" in H R Conclave. Suggest various Non-verbal Communication etiquettes he should follow to make a remarkable presence. (14)

Q:5 Read the following case-let and answer the questions based on it. (14)

Ms. Arundhati is an experienced manager in her company. She has recently been promoted. One of her new responsibilities includes making a quarterly progress report to her division of 100 employees. Ms. Arundhati indicated in the answers to her questionnaire that this is the biggest meeting she's ever led and the stakes are high. She also indicated that she is very nervous speaking in front of people.

During the assessment, Ms. Arundhati performs her speech. It was noticed that Ms. Arundhati has a tendency to look at the floor, avoiding eye contact with the audience, and she tends to trail off at the ends of her sentences. She sounds apologetic, even though the report is largely good news. She also has far too many slides in her deck and far too much information on each slide. And, while she is providing a lot of information, it's not clear what the big takeaways are supposed to be.

Ms. Arundhati needs help with both her delivery and her content. Her over-reliance on overloaded slides is probably a defence mechanism, as if to say, "the more information I can cram onto each slide, the better I will look." (Quite the opposite is true, actually.) We need to get Ms. Arundhati more in-touch with her audience and we need her slides to be more in service of that goal.

Answer the following questions with reference to above case. (Any two)

1. As an audience identify what are the major mistakes that Ms. Arundhati did as a speaker.
2. Suggest various strategies of improvement to Ms. Arundhati for becoming an effective speaker.
3. From the managerial viewpoint, why do you think it is important for Ms. Arundhati to master the Art of Public Speaking?

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