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62207

I Semester M.B.A. (Day & Evening) Degree Examination, April/May - 2026

MANAGEMENT

Employability Skill Development - I

(CBCS Scheme 2019 Onwards)

Paper : 1.7

ACHARYA INSTITUTE OF GRADUATE STUDIES
LIBRARY
Date:
BANGALORE-107

Time : 3 Hours Maximum Marks : 70

SECTION - A

Answer any Five questions from the following. Each question carries 5 marks.

(5×5=25)

1. Explain SWOC analysis and its role in self-appraisal for employability.
2. Describe how self-concept influences job performance with an example.
3. Define verbal communication types and their workplace relevance.
4. Outline telephone etiquette for professional calls, including message handling.
5. Identify components of emotional intelligence and their link to stress management.
6. Describe essentials of an effective resume and cover letter.
7. Differentiate short-term and long-term career goals with examples.

SECTION - B

Answer any Three questions from the following. Each question carries 10 marks.

(3×10=30)

8. Discuss effective e-mail writing, business meeting documentation (agenda, minutes), and social media networking for professional profiles.
9. Elaborate on interpersonal skills: building positive relationships through empathy, trust, and handling ego state transactions.
10. Describe resume planning, writing, and follow-up strategies, including career- building via cover letters.
11. Outline career planning steps: researching options, pursuing training, promotions, and job change preparation using career websites.

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SECTION - C

12. (Compulsory) Case Study : **(1×15=15)**

Sarah, a 1st-semester MBA student from Bengaluru, joined a marketing firm internship but struggled with time management amid deadlines, leading to stress from poor task prioritization and ignored e-mails. Her SWOC revealed strengths in communication but weaknesses in non-verbal cues during meetings (poor body language). Interpersonal issues arose from mismatched ego states, causing team conflicts. She used a mobile to-do app but wasted time on social media without professional networking. Stress impacted her performance; self-awareness (EI) helped identify causes like cultural pressures. For career planning, her resume lacked tailored cover letters, missing promotion opportunities. She researched job sites, set short-term goals (certifications) and long-term (brand manager role), but needed better telephonic follow-ups. Now, she aims to draft meeting minutes, manage proxemics in presentations, and plan stress busters like mindfulness apps.

Questions:

a) Conduct Sarah's SWOC analysis and suggest self-concept improvements for job performance.

b) Evaluate her communication gaps (verbal/non-verbal,e-mail) and recommend professional enhancements.

c) Propose time/stress management techniques using apps and EI for her internship.

d) Advise on resume/cover letter revisions and career planning for promotions .