140107

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

MANAGEMENT

Employability Skill Development - I

(CBCS 2025 Scheme)

ACHARYA INSTITUTE OF GRADUATE STUDIES
LIBRARY
Date:
BANGALORE-107

Time : 3 Hours **Maximum Marks : 70**

SECTION - A

Answer any Five of the following questions. Each question carries 5 marks. **(5×5=25)**

1. Make a structured SWOC analysis for a management graduate aspiring to enter the H.R. consulting sector.
2. Explain the concept of "30-Second Pitching". What are the key elements to include when introducing yourself to a potential HR recruiter?
3. Discuss the essentials of professional telephone etiquette for a customer - facing role.
4. Analyze how verbal and non-verbal communication influence workplace relationships and organizational effectiveness.
5. Explain the concept of employability skills and analyze how they contribute to enhanced workplace performance in a corporate setting.
6. How can a student leverage LinkedIn for professional networking? Mention three specific strategies to improve profile visibility.
7. A candidate has excellent academic credentials but fails to create impact during initial HR screening. Analyze possible reasons from the perspective of personal branding and HR perception.

SECTION - B

Answer any Three of the following questions. Each question carries 10 marks. **(3×10=30)**

8. Explain the theory of Transaction Analysis and critically analyze how understanding ego states and transaction patterns can enhance networking and Interpersonal effectiveness in organizations.

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9. You are the Secretary of the MBA Students' Council. A meeting is to be held on April 15th, 2026, to plan the upcoming "Management Fest".

   a) Draft a formal Notice and Agenda for this meeting.

   b) Explain the importance of "Minutes of the Meeting" (MOM) as a post - meeting document.

10. Critically examine the role of self-appraisal, peer appraisal and mentor appraisal in identifying employability skill gaps. How can these appraisal mechanisms contribute to structured professional development?

11. There is a vacancy for the position of Business Development Executive in a reputed FMCG company.

   a) Draft a resume of yours for the position of Business Development Executive.

   b) Draft a brief cover letter highlighting competencies aligned to the role.

SECTION - C

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

Rohan, an MBA student specializing in Marketing, secured an opportunity to intern at a rapidly growing digital retail start-up. Although technically competent, he struggled during the first month of internship. His manager observed that Rohan's communication lacked clarity during client calls, and his email correspondence often required revisions. He also failed to prioritize tasks effectively, frequently missing internal deadlines.

During a mid-term review, the HR Head provided feedback that while Rohan possessed analytical ability, he lacked professional presence, networking initiative, and stress - handling capacity. He rarely interacted with colleagues beyond assigned tasks and had not updated his LinkedIn profile to reflect his internship experience. Additionally, during a mock client presentation, his body language reflected nervousness and lack of confidence.

Concerned about his employability prospects, Rohan seeks guidance to improve his performance before the final evaluation and upcoming campus placements.

Questions:

a) Identify and analyze the key employability gaps in Rohan's performance.

b) Recommend a structured improvement plan covering communication, networking, and time/stress management strategies.

c) Suggest specific actions Rohan should take to strengthen his personal brand and interview readiness before campus placements.
