

Having regard to the many years during which you have been a customer of this house and the, generally speaking, satisfactory character of your account. We are reluctant to resort to harsh measures.

We must however insist that the existing balance should be cleared off by regular installments of say 10,000/- per month, the first installment to reach us by the 7th of this month. In the meantime you shall pay cash for all further goods; we are allowing you an extra 3% discount in lieu of credit.

We shall be glad to hear from you about this arrangement, as otherwise we shall have no alternative but definitely to close your account and place the matter in other hands.

Yours Truly,

- (i) Comment on the appropriateness of the sender's tone to a customer. 5
- (ii) Point out the old-fashioned phrases and expressions. 4
- (iii) Rewrite the reply according to the principles of effective writing in business. 5

M.B.A. (Semester—I) Examination
MANAGERIAL SKILL DEVELOPMENT
Paper—MBA/103

Time—Three Hours]

[Maximum Marks—70

N.B. :- (1) Attempt ALL questions.

(2) Figures to the right indicate marks.

SECTION—A

1. (a) Discuss the different types of soft skills that an individual should possess. Explain how soft skills help to enter the corporate world. Justify your answer. 14

OR

- (b) What Managerial Skills would be required for a manager to positively influence the employees to follow corporate culture ? Discuss. 14

SECTION—B

2. (a) Enumerate the principles of effective communication. Explain. 7
- (b) If you have to say sorry to your Boss for your mistake done during the meeting, which way you would communicate it and why ? 7

OR

(c) Explain any four barriers of communication in detail. 7

(d) You are a Marketing Manager, you want to train your sales team. Suggest suitable module for effective communication to be included in training. 7

3. (a) What are the significant characteristics of Business Writing ? Explain in detail. 7

(b) ABC Ltd. has advertised the post of Business Development Officer. You want to apply for the same. Draft a convincing resume, which you will be enclosing along with your application. 7

OR

(c) Discuss the significance of Business Correspondence through e-communication. Explain in detail do's and don'ts of e-communication. 7

(d) Your college is hosting an International Conference in Feb. 2014. Draft an Invitation letter to be sent to all Corporate Offices in the region for participation in the Conference and Sponsorship. 7

4. (a) What do you understand by Negotiation Skills ? State the important features of Negotiation Skills. 7

(b) In Europe, a cross-legged posture with a knee, upon a knee, doesn't bother anybody but Indians may not welcome it. With dissolution of International boundaries do employees interpret it in this way only ? 7

OR

(c) "A good listener can be a Good Communicator". Explain. 7

(d) If you are Area Sales Manager of MNC and to interview candidates on telephone for entry level sales position, how will you prepare the questionnaire for the telephonic interview ? 7

SECTION-C

5. A reply letter sent to an erring customer is as below :

Dear Sir,

Your letter of the 23rd, with a cheque for Rs. 25,000/- on account, is received. We note what you say as to the difficulty you experience in collecting your outstanding accounts, but we are compelled to remark that we do not think you are treating us with the consideration we have a right to expect.

It is true that small remittances have been forwarded from time to time, but the debit balance against you has been steadily increasing during the past twelve months until it now stands at the considerable total of Rs. 85,000/-.