Reg.No. \_\_\_\_\_\_\_\_\_\_\_\_



**UNIVERSITY**

(Karunya Institute of Technology & Sciences)

(Declared as Deemed-to-be University under Sec.3 of the UGC Act, 1956)

**End Semester Examination – April/May– 2017**

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| **Code :** | **14MS2002** | **Duration :** | **3hrs** |
| **Sub. Name :** | **MANAGERIAL SKILLS** | **Max. marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

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| Q. No. | Sub Div. | Questions | Course  Outcome | Marks |
| 1. | a. | Define Management. Explain the functions to be performed by managers to attain the set goals. | CO1 | 10 |
| b. | “Management is an art as well as science”Comment on this statement. | CO1 | 10 |
| (OR) | | | | |
| 2. | a. | What is Johari window? How is it helpful? | CO1 | 10 |
| b. | Explain theself assessment tool “SWOT” analysis,with suitable example. | CO1 | 10 |
| 3. | a. | Discuss the characteristics of creative people. | CO2 | 4 |
|  | b. | Differentiate between divergent and convergent thinking? | CO2 | 8 |
|  | c. | What are the barriers of creativity?Discuss different ways to  overcome them and to improve creativity. | CO2 | 8 |
| (OR) | | | | |
| 4. | a. | List the steps for Innovation Process. | CO2 | 5 |
|  | b. | Explain the types of Innovation with suitable examples. | CO2 | 15 |
| 5. | a. | Describe the roles of emotions and intuition in decision making. | CO2 | 5 |
|  | b | “The main reason behind the higher job satisfaction is the officer’s ability to build relationships within the department”- Discuss the above statement using Emotional Intelligence Grid. | CO2 | 10 |
|  | c. | Explain in brief the steps involved in decision making. | CO2 | 5 |
| (OR) | | | | |
| 6. | a. | Describe the factors of Corporate Governance. | CO3 | 10 |
|  | b. | Why does group conflict arise? What are its consequences? How would you prevent such conflict. | CO3 | 10 |
| 7. | a. | Write a detailed note on negotiation skills and qualities of a good negotiator. | CO3 | 5 |
|  | b. | “A good leader is not necessarily a good manager” Discuss this statement and compare Leadership and Management. | CO3 | 15 |
| (OR) | | | | |
| 8. | a. | Outline and explain different stages of team building. How can a team leader effectively manage them? | CO3 | 10 |
|  | b. | Why communication is important in organizations,andDiscusss the process of communication model. | CO3 | 10 |
|  | | **Compulsory**: |  |  |
| 9. |  | Zip-Zip Enterprises was passing through the crisis of low employee morale,increased conflict among employees and increased number of complaints of aggression in the organization.There were frequent clashes not only between employees of the same rank but between superiors and subordinates. The impact of this was observed in the form of high employee turnover,increased customers complaints,increased cost due to raising number of law suits resulting from internal conflicts of the employees.There were certain incidents of increased intervention of trade union and political parties also in raising the issue with the top level management.To investigate the matter,management of the company conducted a survey of the employees which showed following outcome:   1. Almost all the sales team members fixed their own sales target without consulting other members. 2. The flexi timing system resulted into skewed work load and work schedule in different work shifts. 3. Customer care executives quoted different schemes to different customers which resulted in increased number of complaints from customers.   As a management consultant, suggest ways to improve the morale of each employee individually and as team. | CO3 | 20 |

ALL THE BEST