

School of Business

BBA
ETE - Jun 2023

Time : 3 Hours

Marks : 100

Sem IV - D1UA402B - Campus to Corporate

Your answer should be specific to the question asked

Draw neat labeled diagrams wherever necessary

1. Describe a time when you had to make a quick decision under high pressure. How did you go about it? K2 CO2 (5)
2. How will you prioritize tasks in a fast-paced corporate environment? K2 CO1 (5)
3. What are Networking Skills and what is their role in a professional environment? K2 CO1 (5)
4. What is the importance of Group Discussion in professional life? Is it beneficial to have diverse perspectives and opinions within group discussions, or does it hinder the decision-making process? K4 CO3 (10)

OR

- Identify some common sources of workplace conflicts, and how can they be avoided or resolved. K4 CO3 (10)
5. What is an Interview, and how do you plan to ace it? Discuss any five do's and don'ts of Personal Interview. K4 CO3 (10)
 6. What kind of challenges do you expect to face when transitioning from campus to corporate life? Explain any five with suitable examples. K2 CO1 (10)
 7. What is Voice modulation, how would you ensure effective voice modulation in Public speaking? Explain with the help of suitable examples. K3 CO4 (10)
 8. How do you plan to leverage your academic background to bring new perspectives and ideas to your workplace? K4 CO4 (15)
 9. Mr. Rishi Daswani was the manager of the Sangam Leather Factory, Kanpur. In one of his vacations, he undertook a short course in management and public relations, in one of the third rate commercial institutions, that have mushroomed in Noida. It then dawned upon him, that all these years he had been doing the wrong thing, by dealing only with the section heads under him. On his return to the factory, he was a new Rishi he began having lunch in the Workers' mess, he exchanged a few poor jokes. Over a cup of tea, he told them a story of his life and many episodes about the lives of the directors all in the interest of better public relations. He even joined them once, in ragging a foreman, who wore an old-fashioned coat and topic. Trouble started a few days later. There were thefts in the factory and absenteeism had increased. Further there were four incidents of workers refusing to carry out the orders of their supervisors and three workers were found in a drunken state on the plant
1. Discuss the role and importance of effective communication at workplace.
 2. If you were in the Managing Director's place, what would you do? Sack the young man? Promote him? Or have a confidential talk with him?
 3. Explain how would you handle the situation and suggest the solution.

OR

Ramya has been assigned a team of 10 people to help her plan a major customer appreciation event. They have been working together for over a month now and they just haven't really come together as a team. She was sure she started off well. She contacted each individual of the team and let them know their responsibilities on the project. Each of the members gets the tasks completed, but don't seem concerned with the other teammates. If someone needs help, no one pitches in to assist. If a team member has a problem, no one helps him to solve that problem. One day when one of the team members had an emergency and asked if someone in the team could have a call with the sales team so she could leave early. No one offered to help so Ramya jumped in to assist. Ramya had to do something. This was a bad experience for everyone frankly and some folks already were talking about getting off the project. Plus she felt the event won't be as good as it could if they just came together as a team. K5 CO5 (15)

1. According to you what can be the major reasons for the failure of Teamwork.
 2. As a leader what Ramya must have done to improve the effectiveness of her team. Elaborate.
 3. Give five characteristics of a good team.
10. Discuss about a time you disagreed with a classmate's idea on a project you were both working on together. How did you express your opposition and what happened? Explain some common sources of workplace conflicts, and how can they be avoided or resolved. K5 CO5 (15)