

SEAT No. \_\_\_\_\_

No. of Printed pages: 02

[A-14]

SARDAR PATEL UNIVERSITY

BBA – ITM (Hon.) (4 Years) (Semester III) NC

Thursday, 23<sup>rd</sup> November

2017

UM03FBBI01 – Communication Skills for IT Management - I

02.00 p.m. – 04.00 p.m.

Total Marks: 60

- Q – 1 Answer the following questions 15**
1. Describe Santiago's sources of inspiration and strength.
  2. How does Santiago catch the marlin?
- OR**
- Q – 1 A Describe the relationship between the old man (Santiago) and the boy (Manolin). 10**
- B Write a short note on: Manolin 05**
- Q – 2 A Define Publicity. Describe how technology helps Publicity. 09**
- B Define Stress Management. Give some effective measures for Stress Management. 06**
- OR**
- Q – 2 A What is Public Relations? How does Internet help Public Relations? 09**
- B What is Time Management? How can one have effective Time Management? 06**
- Q – 3 A What is the importance of body language in making presentations? 15**
- OR**
- Q – 3 A What are the audio visual tools used for making presentations? 15**
- Q – 4 A Define Teamwork. Write a note on the need and importance of Teamwork. 07**
- B Read the following case and answer the questions that follow 08**

Suresh Kadam was a very able and reliable employee. He was an innovative and superior tool maker. Now 28 years of age, he decided to start his own business and work in the evening and on holidays. The products to be made were almost exactly the same as those made by the company where he was employed. Mr. Kadam's Supervisor discovered his new business adventure but no action was taken for some months believing that it might not amount to much and best course was probably to wait and see.

One day Mr. Kadam was found making telephone calls on company time and using its telephone to order materials for his own business. The Supervisor reprimanded and warned him that such practices would not be tolerated. The incident was reported to the General Works Manager. Later Mr. Kadam was given a formal notice signed by the General Works Manager indicating so as to decide within four weeks whether, to get rid of his business or to quit his job as an employee.

Mr. Kadam was not in a position to look after his business as well as his job as a tool maker. At the end of four weeks, Mr. Kadam was asked directly by his Supervisor as to his decision regarding his business. Mr. Kadam reported that he had decided not to give up his business nor was he going to quit his job. The Supervisor told him that he was making a big mistake. However, Mr. Kadam did not see it that way and his outside work did not interfere with his job as an employee. Further, he argued that he was using his own time which was not the concern of the company. The business was very small and it would not possibly hurt the company. He was not using any of the company's practices and was not soliciting any of its accounts.

Two days later, Mr. Kadam was served with notice for effective discharge immediately.

**Questions:**

1. Do you believe that what Mr. Kadam did was right? How could his business affect his work in the company? Give reasons.
2. Do you agree with the decision taken by the company? Give reasons. Do you think that the company could have used some other measures?

OR

Q – 4 A What are the attributes of a well-run team?

07

B Read the following case and answer the questions that follow

08

Mr. Rande has worked for the same boss for eleven years. At lunch one day, his friend Sathe asked him what it was like to work for the old boss to which Rande replied that it was okay. The boss pretty much left him alone and Rande more or less did his own things. Sathe wanted to know how Rande was doing in the same kind of job for eleven years and how he felt about it. Sathe also enquired about Rande's prospects of promotion and for he had observed that Rande had nothing to do with the operations of the company. Rande replied that he did not have any idea regarding what he was doing in the company or his position in the company and that his boss never told him anything. Rande's boss had said something about him being important to the operations when Rande started the job. There was no communication between Rande and his boss.

**Questions:**

1. Describe the situation given in this case and discuss whether it is conducive to the growth of the organization and its employees.
2. Analyze the case and find out what is wrong with the company and its employees.

—X—