63/2 (SEM-1) MBA 1·8(OE)

2021

(held in 2022)

MBA

(Theory Paper)

Paper Code : MBA-1·8(OE) (New)

(Soft Skills Development)

Full Marks – 50

Time – Two hours

The figures in the margin indicate full marks for the questions.

SECTION – A

1. Answer any *five* from the following questions :

2×5=10

(a) What is Existential Self ?

(b) What is Self-Confidence ?

(c) What is Motivation ?

(d) What is Life Time Goal ?

(e) What is Interpersonal Skill ?

(f) What is Conflict ?

(g) What is Lateral Thinking ?

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SECTION – B

2. Answer any *six* from the following questions :

4×6=24

(a) Explain the SWOT Analysis aspects.

(b) Discuss the concept of Terror Management.

(c) How is Self-Esteem influenced ?

(d) Discuss the components of Attitude.

(e) Elaborate why is self-confidence important ?

(f) How does collective consciousness influence etiquette ?

(g) What causes stress ?

(h) Explain the benefits of Time Management.

SECTION – C

2. Answer any *two* from the following questions :

8×2=16

(a) Carl Rogers (1959) believes that the Self-Concept has three different components. What are they ?

(b) Explain the concept of SMART Goal.

(c) Describe the various factors that influence the formation of Attitudes.

(Theory Paper)

Paper Code : MBA-1·8(OE) (Old)

(Information Technology for Managers)

Full Marks – 70

Time – Three hours

The figures in the margin indicate full marks for the questions.

SECTION – A

All questions are compulsory.

1. What is knowledge management ?   2

2. What is a software crisis and what causes it ?

3. What are the major characteristics of management information system ?   2

4. What are major benefits of e-government ?   2

5. What are objectives of transaction processing system ?   2

SECTION – B

Answer any *five* from the following questions :
4×5=20

1. How would you define and explain the role of various types of computer hardware in personal productivity ?

2. What are some of the criteria for evaluating software when planning a purchase ?

3. Define ethics and list four characteristics as they apply to information technology ?

4. Is information technology strategic weapon or survival tool ? Discuss.

5. Explain the role of decision support system.

6. Explain the advantage of electronic mail over regular mail.

7. Explain the different types of secondary storage.

SECTION – C

Answer any *five* from the following questions :
8×5=40

1. Discuss major technological and non-technological limitations of e-commerce.

2. Explain why managers need information technology support.

3. Describe some of the pressures that characterize the modern global business environment.

4. Describe the role of transaction processing system in service organization.

5. Explain global information system and issues related to cross-border data transfer.

6. Discuss the importance and activities of B2C market research and online advertising.

7. Explain how operational, managerial and strategic activities are related to various IT support system.