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| **SESSION** | **FEBRUARY- MARCH,2025** |
| **PROGRAM** | **BACHELOR OF BUSINESS ADMINISTRATION (BBA)** |
| **SEMESTER** | **6** |
| **COURSE CODE & NAME** | **DBB3312 MANAGEMENT DEVELOPMENT AND SKILLS** |
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**Assignment Set – 1**

**Q1. Elucidate the Role and Significance of Management. Explain the importance of Planning and steps in Planning process. 4+6**

**Ans 1.**

**Role and Significance of Management and the Planning Process**

**Role and Significance of Management**

Management is the process of planning, organizing, leading, and controlling organizational resources to achieve defined goals effectively and efficiently. It plays a pivotal role in ensuring that a business operates smoothly, adapts to changes, and maintains productivity. Managers coordinate various departments, align employee efforts, and make strategic decisions that shape the organization’s success. Without effective management, resources can be misused, goals may remain unmet, and employee morale can decline.

The significance of management lies in its ability to provide direction and structure. It fosters

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**Q2. What are the Challenges in the Control Process. Explain the Role of Self-Awareness in Emotional Intelligence. 5+5**

**Ans 2.**

**Challenges in the Control Process and Role of Self-Awareness in Emotional Intelligence**

**Challenges in the Control Process**

The control process in management involves monitoring performance, comparing actual outcomes with expected results, and taking corrective actions where necessary. While essential for achieving organizational goals, the control process faces several challenges that can hinder its effectiveness.

**Setting Accurate and Measurable Standards:** One of the major challenges is setting accurate and measurable standards. Without clear benchmarks, it becomes difficult to

**Q3. Summarily describe your understanding of “Creativity”. Explain Why “effective decision making” is important for an organization. Briefly describe the “Challenges in time management”. 3+4+3**

**Ans 3.**

**Understanding Creativity, Importance of Effective Decision-Making, and Time Management Challenges**

**Creativity**

Creativity refers to the ability to generate new, original, and useful ideas. It is a mental process that involves thinking beyond traditional patterns, combining different concepts, and developing innovative solutions to problems. Creativity is not limited to artistic expression; it plays a vital role in business, science, technology, and leadership. In a management context, creativity helps in product innovation, process improvement, and strategic development. It enables organizations to differentiate themselves in the market and respond effectively to

**Assignment Set – 2**

**Q4. Differentiate between Negotiation and Mediation. Explain the role of negotiation in Interpersonal and Professional Contexts. Describe how delegation helps in effective management. 3+3+4**

**Ans 4.**

**Negotiation vs. Mediation, Role of Negotiation, and Delegation in Management**

**Difference Between Negotiation and Mediation**

Negotiation and mediation are both conflict resolution techniques, but they differ in approach, involvement, and outcomes. Negotiation is a direct communication process between two or more parties aiming to reach a mutually acceptable agreement without third-party intervention. It is usually informal, voluntary, and driven by the interests of the involved parties. For example, employees and employers may negotiate salaries or working

**Q5. Describe the Key Traits of Successful Leaders with suitable examples. Explain “Management by Wandering Around (MBWA)”, how this approach can yield benefits to an organisation, describe with examples. 5+5**

**Ans 5.**

**Traits of Successful Leaders and the Concept of Management by Wandering Around (MBWA)**

**Key Traits of Successful Leaders**

Successful leaders possess a unique combination of personal attributes and professional skills that enable them to inspire others, make informed decisions, and drive organizational success. One essential trait is vision—the ability to see the big picture and set long-term goals. Visionary leaders like Elon Musk inspire their teams with ambitious missions, such as exploring space or building sustainable transport systems.

Another critical trait is communication. Effective leaders convey ideas clearly, listen actively,

**Q6. It's important to know why making a good first impression matters and to learn the strategies to do it well. Use clear examples to help explain your points. Enumerate the Components of Verbal and Non-Verbal Communication. Summarily explain the benefits of a successful presentation. 4+3+3**

**Ans 6.**

**Importance of First Impressions, Communication Components, and Presentation Benefits**

**Importance of Making a Good First Impression**

Making a good first impression is crucial in both personal and professional contexts because it significantly influences how others perceive us. The first few seconds of interaction often determine whether someone is viewed as trustworthy, competent, and approachable. In professional environments, first impressions can impact hiring decisions, client relationships, and leadership credibility. For example, in a job interview, arriving on time, dressing appropriately, and maintaining confident body language can leave a positive impression and