



Institute of Management
JK Lakshmipat University
Jaipur
END TERM EXAMINATION 2016



BBA 6h Sem (FT)
MM: 50 Marks

Course: Soft Skills Development
Time: 3 Hours
Subject code: BBA064

Instructions: Attempt any three questions from Section A. Section B is compulsory.

Section A

Q1. You are Senior Manager (Marketing) at PQR Telecom and as you have got new territories added to your bucket, therefore 6 fresh MBA hires have been allocated to your team. You already have a team of senior members and you need to align these new comers with them. But, as the existing team members are busy and there is an urgent task that has suddenly propped up and need to be executed and you need to complete the same with these six people. The task is that there is a new product for which you need to do the marketing to your existing B2B Customers, as these customers are high profile Corporates and you need to send these new comers to meet the heads of these Organizations, so you decide to teach basics of Soft Skills to them and you have only 2 days to train them and then they need to be on ground meeting the Customer. Prepare a detailed plan for these two days and what all would you include to make them perfectly ready for interacting with the customers. (10 marks).

Q2. Ramesh is about to start his own venture, but he is not having enough contacts of the people who have tried entrepreneurial stints in the past. Then through his LinkedIn Contacts, he sees that Vijay Shukla, whom he had just met once at a Conference, has done extremely well in setting up his venture. You are able to get an appointment for a meeting with Vijay, in response to your email to him. Prepare the list of activities that should be taken care by Ramesh while he prepares for his meeting with Vijay as this is his first networking experience. (10 marks).

Q3. Give two real time examples to differentiate between interpersonal and intrapersonal communication skills and how both are important in enhancing your personality and also in ensuring that you have excellent Business Communication Skills. (10 marks).

Q4. As a HR Manager you are responsible for Employee Engagement and Welfare for ABC Bank and you are based out of the Company Head Quarters at Pune. Suddenly, there is an issue that has been reported from Gurgaon office where you one branch with 20 employees. Around 10 employees have cumulatively reported a complaint about the Branch Head regarding his unprofessional behavior where he has been intruding too much in personal issues of employees and also misbehaving with them. Senior Management of the Organization has asked you to visit the office and resolve the issue. Prepare a sequential plan for the same emphasizing the area of behavioral or soft skills that you would apply to resolve this issue. (10 marks).

Q5. You have recently joined PQR Pharma and found that there are people with different temperaments in your local office. How would you apply transaction analysis in order to develop a good professional rapport with the whole team? Make suitable assumptions as and when needed. (10 marks).

Section B

Q6. Read the Case given below and answer the questions that follow. Each question is of 4 marks (5*4 = 20 Marks)

Company Background: Rahul Sharma, a System Analyst by profession arrived in Ireland 10 years ago to work as an IT contractor. Having worked for many years for one of the largest IT Services Provider in India he understood what it took to build a software outsourcing business. Shortly after he arrived he spotted an opportunity and set up an IT resourcing business providing Indian contractors to the many companies who could not find qualified staff.

After 4 years he spotted an opportunity to provide software development services from his native India to his fellow entrepreneurs. As demand grew he set up a permanent office in late 2005 and formally established XYZ Consulting as a hybrid software development services provider in the Irish market.

In 2007 the company established its Jaipur office to bigger premises and began to grow the team both in Ireland and India. This growth came on the back of a strong client base, well drilled and well-honed project management processes and an expansion in their technology capability through recruitment and training.

The company has now established itself as a leading Irish software development services company to the Irish market. With a 60 strong team made up of Project Managers, Technical Architects, Business Analysts they are providing our services to Technology Start-ups, SME's, State and Semi-State Agencies and Blue-chip organizations. They also provide their services to the web and creative community and deliver websites and search marketing services to their own end clients. They have expanded to now deliver these services to a client base in Ireland, the UK, Europe and the USA.

After completion of 6 years of formation of his Organization Rahul thought of reviewing his journey along with other 2 directors David and Senthil. Then he collected data on various projects that XYZ has delivered over these years and he found that though the Company was showing excellent profitability over the years but the reason for same was more Offshoring and there was a huge scope of improvement as most of the projects were delayed by 2-3 months. Then he thought of imposing a process control for all projects and monitor their progress at all faces of SDLC for implementation projects.

Present Situation:

Ayub has joined recently at XYZ as a Project Manager and was interviewed by Rahul in the final round and was appreciated for his experience involving quality checks and ensuring process control in past projects. Ayub was assigned a new project based out of Jaipur for a European telecom service provider and his team was also co-located at Jaipur apart from one Business Analyst at onsite. Ayub started the Project with requirements gathering phase and he was surprised that team was not following a standard template for understanding and analyzing the requirements and was just updating the existing columns provided by the Client team. There was no dependency management and after a week of this phase he asked Sanjeev, the Business Analyst to maintain a proper Business Requirement Document (BRD) and share it daily with offshore team until this phase is closed and agree on a sign-off from client on the version at the end of this phase.

Somehow Ayub managed to close the Requirements gathering and design phase on time due to his experience but now he had to start the Development Phase and this was to be carried out completely from Offshore.

Lokesh was the team lead and Ayub has assigned him the task of Module lead for all the three modules comprising of 2 team members per module. Lokesh had also prepared the high level design for this Project and Ayub has allocated 20 working days for Development phase for completing these 3 modules. Lokesh has been in the organization for last 3 years and was technically brilliant, so started very quickly and was able to complete 60% of the work in 8 days itself. Progress was superb and Ayub was very happy to see the status in his daily update discussion with Lokesh. Then when they went further developing the remaining requirements, Lokesh identified that there was a major dependency from Client side for providing sufficient data for one of the major requirement and that wasn't captured in the BRD as an Assumption and also was missed in HLD. This was taken to the client team and they were shocked to see this coming in Development phase as this was expected to be identified in Requirements/Design Phase and this again delayed the project by 15 days further as Client team required this time for furnishing the data from their side.

Questions:

Note: Answers to all the following questions should be in email format and please assume the names and roles accordingly.

1. If you were Lokesh, how differently you would have handled this situation? Suggest some process improvement and control methodologies.
2. Prepare a MOM in the prescribed format as described during the course for the meeting which Lokesh had with the Client team for communicating the gap in Requirement/Design.
3. If you were Rahul what would be the corrective measures taken from your end.
4. List down various documents that could have been prepared during Requirement, Design & Development phase, other than the ones mentioned in the case.
5. List down the tasks that you have done in your job in last 3 days and identify time management and Self Organization and Management methods that you have adopted.