

**2018**

**MBA**

**4th Semester Examination**

**MANAGERIAL SKILL DEVELOPMENT**

**PAPER—406**

**Subject Code—09**

**(Practical)**

*Full Marks : 50*

*Time : 1 ½ Hours*

*The figures in the margin indicate full marks.*

*Candidates are required to give their answers in their own words as far as practicable.*

*Illustrate the answers wherever necessary.*

**Practical for BIBS**

1. Give any business plan of your choice and its social impact within 10 power point slides. 20

*(Turn Over)*

2. Give your understanding from the paragraph which will be decided by the Examiner. 10
3. Prepare an advertisement copy for the promotion of your newly developed product. 10

**[Viva-voce — 10]**

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