

Dr. Babasaheb Ambedkar Open University
Term End Examination January– 2026

Course	: MAJMC	Date	: 27/02/2026
Subject Code	: MAJMC-12	Time	: 03:00pm to 05:15pm
Subject Name	: Soft Skills & Emotional Intelligence (Elective Paper)	Duration	: 02.15 Hours
		Max. Marks	: 70

Q-1 Define Soft Skills and discuss their importance for Media Professionals in the digital era. **14**

OR

Explain the various types of Communication Skills (Verbal and Non-verbal) in detail

Q-2 What is Emotional Intelligence (EI)? Discuss the components of EI as given by Daniel Goleman. **14**

OR

Explain the significance of 'Time Management' and 'Stress Management' in a journalist's life.

Q-3 Discuss 'Leadership Skills' and 'Team Building' within a media organization. **14**

OR

Explain 'Interpersonal Skills' and how they help in effective news gathering and networking.

Q-4 **Write Short Notes. (Any Two)** **14**

1. Body Language and its impact
2. Conflict Resolution Techniques
3. Presentation Skills for Media
4. Self-Awareness and Self-Regulation

Q-5 **Select the correct option from the following questions. (Two marks each)** **14**

1. Which of the following is a 'Soft Skill'?
(A) Video Editing (B) Programming (C) Empathy (D) Typing
The term 'EQ' stands for:
2. (A) Emotional Quality (B) Emotional Quotient
(C) Equal Quality (D) Educational Quotient
Maintaining eye contact is a part of:
3. (A) Verbal Comm. (B) Non-verbal Comm.
(C) Written Comm. (D) Technical Comm.
Which skill is essential to handle tight deadlines in journalism?
4. (A) Time Management (B) Painting (C) Cooking (D) Singing
Understanding others' emotions is known as:
5. (A) Sympathy (B) Empathy (C) Apathy (D) Telepathy
'SWOT' analysis is used for:
6. (A) News Printing (B) Self-Assessment (C) Buying Paper (D) Recording
Effective listening is a _____ process.
7. (A) Passive (B) Active (C) Secondary (D) Slow
