**Soft Skills for Managers**

**Jun 2025 Examination**

**PLEASE NOTE: This assignment is application based, you have to apply what you have learnt in this subject into real life scenario. You will find most of the information through internet search and the remaining from your common sense. None of the answers appear directly in the textbook chapters but are based on the content in the chapter**

**Q1. Emma, a marketing executive at a multinational company, has recently been promoted to a managerial role. While she excels in strategizing and executing marketing campaigns, she struggles with delivering presentations and communicating ideas confidently during team meetings. Her manager has advised her to improve her public speaking skills to enhance her professional growth and leadership abilities.**

**Based on Emma’s situation, analyze how effective public speaking can contribute to professional success in the workplace. Discuss the role of communication in leadership, teamwork, and career advancement. (10 Marks)**

**Ans 1.**

**Introduction**

In today’s dynamic and competitive corporate environment, technical proficiency alone is no longer enough for managerial success. Effective communication, especially public speaking, has emerged as a vital soft skill that plays a pivotal role in influencing teams, driving projects, and fostering leadership. Emma’s case highlights a common transition challenge faced by many professionals moving from execution roles to leadership positions. While she is adept in her marketing responsibilities, her limited confidence in public speaking could hinder her ability to lead and inspire her team. Mastering public speaking not only improves one’s ability to articulate ideas but also enhances confidence, credibility, and the ability to engage diverse audiences—qualities essential for a successful manager. This discussion explores the

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**Q2. Sarah, a young entrepreneur, was invited to deliver a keynote speech at a business conference. She meticulously planned her content but struggled with audience engagement and clarity. During her speech, she faced issues such as poor body language, an unstructured message, and ineffective use of visual aids. Some attendees appeared disinterested, and others struggled to follow her key points.**

**Using the 5 P’s of Presentation , evaluate how Sarah could have improved her speech delivery for a more successful public presentation. (10 Marks)**

**Ans 2.**

**Introduction**

Public speaking is an essential aspect of modern business communication, especially for entrepreneurs looking to establish credibility, share their vision, and build networks. Sarah’s experience at the business conference demonstrates that content preparation alone is not enough for delivering an impactful presentation. Even with well-prepared material, a speaker can fail to connect with the audience due to poor delivery, lack of structure, or ineffective use of supporting tools. To overcome these challenges and make presentations more engaging and memorable, professionals can apply the 5 P’s of Presentation: Planning, Preparation, Practice, Performance, and Passion. These elements offer a structured approach to mastering public

**Q3 (A) David, a project manager, is leading a client presentation along with his colleague, Lisa. During the presentation, David speaks confidently, explaining key points clearly (verbal communication). However, Lisa, who is responsible for addressing technical questions, appears nervous—she fidgets, avoids eye contact, and speaks in a low tone (non-verbal communication). The client team looks confused and hesitant by the end of the meeting.**

**After the presentation, David wonders whether the mixed signals in verbal and non- verbal communication affected the client’s confidence in their proposal.**

**Question:**

**Evaluate the role of verbal and non-verbal communication in this scenario. How did Lisa’s non-verbal cues impact the effectiveness of the presentation, despite the clarity in David’s verbal communication? Suggest strategies to align both forms of communication for better impact (5 Marks)**

**Ans 3a.**

**Introduction**

Communication in a professional environment is a two-way process involving both what is said (verbal communication) and how it is expressed (non-verbal communication). A well-prepared verbal presentation can be undermined by poor body language, tone, or lack of engagement. In the given scenario, David presented confidently using strong verbal communication, but Lisa’s nervous body language and weak tone caused confusion and hesitation among the clients. This highlights the importance of aligning verbal and non-verbal

**Q3 (B) David, a project manager, is leading a client presentation along with his colleague, Lisa. During the presentation, David speaks confidently, explaining key points clearly (verbal communication). However, Lisa, who is responsible for addressing technical questions, appears nervous—she fidgets, avoids eye contact, and speaks in a low tone (non-verbal communication). The client team looks confused and hesitant by the end of the meeting.**

**After the presentation, David wonders whether the mixed signals in verbal and non- verbal communication affected the client’s confidence in their proposal.**

**Evaluate the role of verbal and non-verbal communication in this scenario. How did Lisa’s non-verbal cues impact the effectiveness of the presentation, despite the clarity in David’s verbal communication? Suggest strategies to align both forms of communication for better impact (5 Marks)**

**Ans 3b.**

**Introduction**

Professional success, particularly in roles involving presentations or client interactions, depends not only on what is communicated verbally but also on how it is communicated non-verbally. In this scenario, although David delivered a clear and structured presentation, Lisa’s nervous and unconfident body language caused confusion among the audience. This disjointed communication can diminish trust in the message being conveyed. To avoid this, professionals