

# P P SAVANI UNIVERSITY

Fifth Semester of B. B. A Examination  
November 2022

SMBB3260 Emotional Intelligence for Personal Growth

22.11.2022, Tuesday

Time: 09:00 a.m. To 11:30 a.m.

Maximum Marks: 60

## Instructions:

1. The question paper comprises of two sections.
2. Section I and II must be attempted in same answer sheets.
3. Make suitable assumptions and draw neat figures wherever required.
4. Use of scientific calculator is allowed.

### SECTION - I

Q - 1	Answer the Following: (Any Five) (Each carry 1 marks)	[05]	CO	BTL
(i)	Difference between EQ and IQ		1	1
(ii)	Write 4 Components of EI		2	1
(iii)	Write 3 Positive and 3 Negative Emotions		2	1
(iv)	Which are most important skills to become effective Leaders at workplace?		3	1
(v)	Define Stress		3	1
(vi)	Which of the following individuals connects to the term 'emotional intelligence'?		1	1
	A. Sternberg			
	B. Ekman			
	C. Goleman			
	D. Weschler			
(vii)	Emotional Intelligence is the ability to identify your own emotions and those of others.		1	1
	A. True			
	B. False			
Q - 2 (a)	To be successful at Workplace, explain the concept of EQ and IQ. How EQ makes difference in Life?	[05]	1	2
Q - 2 (b)	Finding purpose in life is one of the most fundamental human needs. Use the technique of IKIGAI and explain in details the 4 circle to know your IKIGAI.	[05]	2	2,3,5
	OR			
Q - 2 (a)	Explain any two model of EI.	[05]	2	2,5
Q - 2 (b)	Define Stress. Identify the types of Stress. Explain the technique to manage the Stress at Workplace.	[05]	3	2,4
Q - 3	Attempt any three short notes.	[15]		
(i)	Components of EI		1	1,2
(ii)	Precision Model		2	1,2
(iii)	4 Happy Chemicals in EI		2	1,2
(iv)	Application of EI in Interpersonal Relationship and Managing Conflict		3	1,2
	SECTION - II			
Q-1	Write in details: (Any four)			
(a)	Where do Emotions come from? Assume as students you all are very realistic but when it will come last day of your Graduation at University why	[05]	1,2	2,3,5

same students are getting emotional? Identify the factors and explain in detail.

- |            |  |             |            |              |
|------------|--|-------------|------------|--------------|
| <b>(b)</b> | What are Positive and Negative emotions and its consequences. Explain Empathy. Why Empathetic leadership is important for every successful organization? Give example of any IT industry | <b>[05]</b> | <b>1,2</b> | <b>2,3,5</b> |
| <b>(c)</b> | Explain the meaning of Mental Health. Why there is need of an employer in looking after this term to increase EQ amongst Employees.  | <b>[05]</b> | <b>2,3</b> | <b>2,3,5</b> |
| <b>(d)</b> | To recognize and regulate Emotions be called an Intelligent? Why or Why not. Evaluate the statement and explain with assumed example.  | <b>[05]</b> | <b>2,3</b> | <b>2,3,5</b> |
| <b>(e)</b> | Emotionally Balanced employee is always more productive and efficient. Explain this statement with examples at workplace.  | <b>[05]</b> | <b>3</b>   | <b>2,3,5</b> |

**Q - 2** Case Study

**[10]**

Max is a successful financial officer at a New York-based company that recently acquired a banking institution in two southern states. Max will take over the recently acquired southern footprint as the new regional CEO.

**1,2,3 3,4,5**

The newly acquired banking institution has a long-standing reputation as a friendly institution with traditional values, and it prides itself on its exemplary customer service. The current staff has prepared a comprehensive package outlining the bank's vision and key customer success stories that demonstrate their commitment to exemplary service and low customer and employee turnover.

It is Monday morning and Max has called a meeting at 8 a.m. Max arrives at 7 a.m. and is surprised to find only a couple of employees in the building. Max begins the meeting at 8 a.m. sharp, and the auditorium seats are half-filled. Max is perplexed at the turnout but begins the meeting. "Shareholder value is what it's all about. We are the stewards of this organization, and we have a responsibility to the shareholders."

Silence echoes in Max's ears. He continues by stating, "I expect total dedication. If you cannot commit to our new vision and strategies then this is not the right place for you. Commitment starts by being on time." Max motioned to the staff standing next to the auditorium doors to close the doors. "If you can't be here on time, then you can't play in our sandbox."

Later that afternoon, Max met with the executive team and outlined the strategies, goals, numbers, and deadlines. A meeting was held with senior staff members responsible for reporting progress. Market growth numbers were up, and new business numbers were increasing.

A quarter later Max had the quarterly report results. The region was on target. However, turnover increased 25 percent. Involuntary turnover was up 10 percent. Previous customer numbers were decreasing, and customer complaints were increasing. He reviewed the report with his staff. When he asked for input, his request was greeted with silence. He sensed an uneasy feeling in the room.

**Emotional intelligence**

Emotional intelligence is an ability to perceive, assess, and manage the emotions of yourself and others. Daniel Goleman's groundbreaking work on emotional intelligence groups leadership competencies into four buckets:



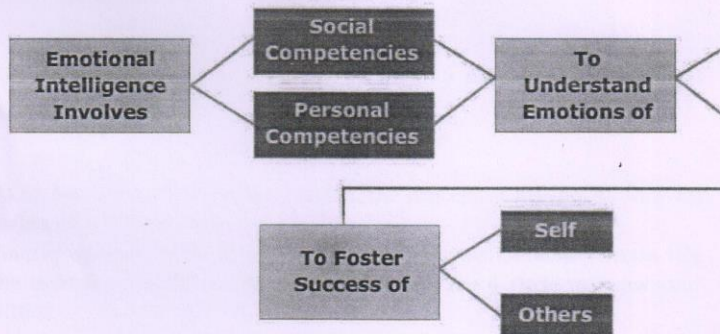
self awareness, self management, social awareness, and relationship management.

Highly effective leaders incorporate all four competencies. Remember the following guidelines when working on leadership and organizational effectiveness projects:

Stop and find out the purpose. Is it feasible to link this initiative to business goals and help drive results?

- Find executive champions and internal stakeholders who can open the doors to link the initiative to business goals and drive results.
- Determine existing structures and systems that will support the initiative with transparency.
- Use assessment tools.
- Incorporate emotional intelligence behaviors to existing learning initiatives.
- Establish a leadership program to help drive results.
- Incorporate a coaching and action-planning process.
- Assess your reward and recognition systems.

**Question: How would you rate Max's emotional intelligence? By remembering the four competencies of emotional intelligence.**



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CO : Course Outcome Number

BTL : Blooms Taxonomy Level

Level of Bloom's Revised Taxonomy in Assessment

1: Remember	2: Understand	3: Apply
4: Analyze	5: Evaluate	6: Create