

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



U.G. DEGREE EXAMINATION – GENERAL ENGLISH

SECOND SEMESTER – APRIL 2013

EL 2066 - EXECUTIVE COMMUNICATION

Date : 25/04/2013
Time : 9:00 - 12:00

Dept. No.

Max. : 100 Marks

I. Answer ANY TEN of the following in about 50 words each: (10 X 3 = 30)

1. Define the term, 'conflict'.
2. What is kinesics?
3. Write a short note on Proxemics.
4. Write a note on 'Agenda'.
5. Enumerate some of the barriers in communication
6. What are the four kinds of Negotiation? Explain.
7. What are the Visible Cues that tell us that someone is lying?
8. What are Functional and Non-Functional Roles in a small group communication?
9. Explain Mind Mapping with an example.
10. Explain the role of a Convenor of a conference?
11. Explain five types of Questions to be used during an interview.
12. What is DAGMAR Approach and list six items to analyze the situation?
13. List out the seven 'C's of effective communication in a business environment.

II. Answer any FIVE of the following in about 200 words each: (5 X 8 = 40)

14. Discuss any TWO decision making methods in group.
15. Enumerate any EIGHT steps that an executive can follow to have control over his language.
16. What are the various ways in which an effective speaker can arrest the attention of the audience?
17. While responding to business letters, what are the nuances to be kept in mind?
18. What is the need for us to lay stress on nonverbal communication?
19. Write briefly on: a) Agenda b) Minutes c) Memorandum d) Email
20. What guidelines should be followed while attending a job interview?

III. Write an effective Business Letter in Full Block form to Air Asia, requesting for compensation of your lost baggage in a recent travel by that Airline. (1X10=10 Marks)

IV. Go through the following case study and answer the questions that follow

Effective Communication as a Motivator

Peter is a 27-year old who is a foodservice manager at a casual dining restaurant. Peter is responsible for supervising and managing all employees in the back of the house. Employees working in the back of the house range in age from 16 years old to 55 years old. In addition, the employees come from diverse cultural and ethnic backgrounds. For many, English is not their primary language.

Peter is ServSafe certified and tries his best to keep up with food safety issues in the kitchen but he admits it's not easy. Employees receive "on the job training" about food safety basics (for example, appropriate hygiene and handwashing, time/temperature, and cleaning and sanitizing). But with high turnover of employees, training is often rushed and some new employees are put right into the job without

training if it is a busy day. Eventually, most employees get some kind of food safety training. The owners of the restaurant are supportive of Peter in his food safety efforts because they know if a food safety outbreak were ever linked to their restaurant; it would likely put them out of business. Still, the owners note there are additional costs for training and making sure food is handled safely.

One day Peter comes to work and is rather upset even before he steps into the restaurant. Things haven't been going well at home and he was lucky to rummage through some of the dirty laundry and find a relatively clean outfit to wear for work. He admits he needs a haircut and a good hand scrubbing, especially after working on his car last evening. When he walks into the kitchen he notices several trays of uncooked meat sitting out in the kitchen area. It appears these have been sitting at room temperature for quite some time. Peter is frustrated and doesn't know what to do. He feels like he is beating his head against a brick wall when it comes to getting employees to practice food safety.

Peter has taken many efforts to get employees to be safe in how they handle food. He has huge signs posted all over the kitchen with these words: KEEP HOT FOOD HOT AND COLD FOOD COLD and WASH YOUR HANDS ALWAYS AND OFTEN. All employees are given a thermometer when they start so that they can temp food. Hand sinks, soap, and paper towels are available for employees so that they are encouraged to wash their hands frequently.

Answer the following questions:

(2 X 5 = 10)

- A. What are the communication challenges and barriers Peter faces?
 - B. What are some ways Peter might use effective communication as a motivator for employees to follow safe food handling practices?
- V. Study the following advertisement and register your comments, applying the parameters of ad analysis.

(1X10=10 Marks)



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