



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

U.G. DEGREE EXAMINATION – GENERAL ENGLISH

FOURTH SEMESTER – APRIL 2014

EL 4056/2066/2069 - EXECUTIVE COMMUNICATION

Date : 28/03/2014
Time : 01:00-03:00

Dept. No.

Max. : 50 Marks

INVIGILATORS PLEASE NOTE: THE EXAMINATION IS FOR 2HOURS ONLY.

PART-A

I. Answer any eight of the following in 50 words: (8*2=16marks)

1. What are the advantages of e-mail?
2. What information can be passed through an 'office order'?
3. What is meant by positive body language?
4. What is meant by 'communication block'?
5. Bring out the use of AIDA concept in advertising.
6. What is the responsibility of an interviewer at the close of an interview?
7. What is the formula for holding successful meetings?
8. Write a short note on the importance of 'eye contact' in effective communication?
9. What is a 'group think'?
10. Why is listening important in negotiation?
11. What is non-verbal communication?
12. Who is an autocratic leader?

PART-B

II. Answer any THREE of the following in 200 words each: (3*5=15 marks)

1. Write a letter in the block format to the Chennai Police commissioner complaining about the problem of eve teasing in your locality.
2. Discuss in detail the importance of leader's communication in an organisation.
3. Discuss in detail the different types of Non-verbal communication?
4. Explain in detail the method by which we can develop effectiveness in group decision-making?
5. Attempt a detailed essay on the preparation and conduct of a conference.

Part-C (case study)

III. Language and Cultural Influences (10 marks)

A company in the service industry has a workforce of 200 personnel. The personnel are a mixture of managers, supervisors, administrative and clerical, catering, cleaning and manual workers.

The company employs people from a wide range of nationalities – particularly from other European backgrounds. The staffs from other European countries are mostly Italian and they are exclusively employed in the catering and cleaning work. This situation has been attributed to the language barriers which do exist. Many of the Italian employees have little English, and certainly not enough to take on office-based work.

The company claims to give a high priority to staff development; however, only one of the Italian workers has ever been promoted to supervisory level work. This experience has not been successful – the Italian supervisor was neither popular with the cleaning staff once she had been promoted nor did she have the skills to deal successfully with the management in her new role. She came across to them as too aggressive. There is discontent among the Italian workers who would like to progress in the company. But even when opportunities arise to apply for a supervisory position, only the British workers put themselves forward.

The company depends quite heavily on the public sector for its business, and, due to pressure from its clients, has recently introduced an equal opportunities policy. This has focused the attention of managers on the obvious division in the workforce and they are keen to address the cause of the problem.

Answer the following questions after reading the case study:

1. How does language pose a barrier to communication in this case? Discuss.
5marks
2. How, as a senior manager, will you overcome this? Give your checklist for action.5marks

Part D

(9 marks)

IV. **Analyse the advertisement given below based on AIDAS principles.**