LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

U.G. DEGREE EXAMINATION – **GENERAL ENGLISH**

THIRD SEMESTER – **APRIL 2022**

16/17/18UEL3GE03 – EXECUTIVE COMMUNICATION

Date: 28-06-2022 Dept. No. Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

PART - A

Answer any four of the following in about 150 words each: (4x10=40 marks)

1. What are the different styles of leadership? Illustrate.
2. Explain any two decision making methods.
3. Explain USP and AIDA (s) principles with suitable examples.
4. Comment on the importance of time management in effective communication.
5. What are the features of an official letter?
6. Comment on the salient features of negotiation.
7. What are the 7 Cs of communication?

PART - B

Answer any three of the following in about 250 -300 words each: (3x20=60 marks)

8. Imagine you are an executive conducting interviews for the job of medical representatives for your company. Construct a set of ten questions that will help you choose the right candidate.
9. Write an elaborate essay on the merit of non-verbal language and the role it plays in communication.
10. ”Please, thanks and sorry” are the three keywords in Interpersonal communication. Explain.
11. Analyse any recently watched advertisement and give suggestions for its improvement.
12. What is communication? Discuss the importance of communication for an executive and the importance of possessing control over words.

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