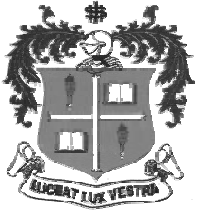


LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.A. DEGREE EXAMINATION – ENGLISH LITERATURE

FIFTH SEMESTER – NOVEMBER 2013

EL 5404 - DYNAMICS OF ORAL COMMUNICATION

Date : 18/11/2013
Time : 9:00 - 11:00

Dept. No.

Max. : 50 Marks

Please Note: The time duration for this paper is *two* hours only.

- I. Answer any TEN the following questions in about 100-150 words each. (10*5=50)
- 1) Define Interpersonal Communication. Explain in detail any two features of Inter-personal communication.
 - 2) Explain the three major types of Public speaking.
 - 3) What is a group Discussion? Enumerate any seven functions of a moderator in a group discussion.
 - 4) What are the parameters to be followed while initiating and terminating a call? Bring out the importance of voice clarity in a telephonic conversation.
 - 5) Highlight the significance of a resume in attending an interview. Enumerate the details of the candidate to be incorporated in a resume.
 - 6) Define Non-Verbal communication. Bring out the relevance of non-verbal communication in Effective Communication.
 - 7) You are the moderator of a group consisting of six members namely A, B, C, and D. Write an introduction for your team mates on the topic “Multinational corporations: Are they devils in disguise.”
 - 8) Imagine yourself as the Sales Executive of “Maruti Cars.” You need to convince a potential customer into purchasing the latest version of Zen Estilo. Attempt a dyadic conversation with the buyer in about twelve exchanges.
 - 9) You are the Secretary of “Larsen and Turbo.” You need to inform the receptionist of ‘Paradise Homes’ over the phone that the suite that was booked on the previous day for you Managing Director for one week needs to be cancelled for various reasons. However you need to book the same room for the following month for a period of three weeks. Attempt a telephonic conversation in about ten exchanges for this situation. Invent the relevant details for the conversation.
 - 10) You have graduated in BA English with distinction. You possess excellent communication skills and exceptional command over English. You have been called for a job interview for the post of Sales Executive in ‘Havels Electrical Appliances.’ You need to convince the interviewer that you are the right person for the job. What would be your appropriate response for the question: “Why should ‘Havels Electrical Appliances’ recruit you for the post of Sales Executive?”
 - 11) You are the HR manger of ‘Smart Mobiles phones.’ You need to negotiate between the Managing Director and the executives for a hike in the salary. The executives demand a rise 50 percent whereas the company is willing to offer only 25 percent. Write down the manner in which you will negotiate this dispute between both the parties.
 - 12) Write an introduction for public speaking on the topic” Social networking might alleviate bullying.”
