



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**M.A. DEGREE EXAMINATION – ENGLISH LITERATURE**

**FIRST SEMESTER – NOVEMBER 2014**

**EL 1812 - DYNAMICS OF COMM. : THEORY AND APPLICATION**

Date : 10/11/2014  
Time : 01:00-04:00

Dept. No.

Max. : 100 Marks

**PART-A**

- I. Attempt any five of the following in about 200 words each choosing not more than three from each Section: (5 X 8 = 40)**

**SECTION I**

1. Distinguish between soft skills and hard skills.
2. Mention three types of roles a leader should be aware of.
3. Point out the factors that encourage creative thinking.
4. Distinguish creativity and innovation.

**SECTION II**

5. Mention the critical elements of influencing skills.
6. Explain the necessity of drafting a speech prior to its delivery.
7. Bring out the importance of audience analysis.
8. State the characteristics of highly cohesive team.

**Part B**

- II. Answer any two of the following in about 500 words each without omitting any section: (2 X 20 = 40)**

**SECTION I**

9. What are the guidelines to be kept in mind in time management?
10. Define Team work skills and its practice in the modern workplace.

**SECTION II**

11. Discuss elaborately the factors and skills necessary for effective public speaking.
12. What factors contribute towards the success of small group discussion?

## Part C

III. Read the following case and answer the questions given below:

(4X5 = 20)

### **Kellogg's: Building a better workplace through motivation**

The Kellogg Company is the world's leading producer of breakfast cereals. Its products are manufactured in 18 countries and sold in more than 180 countries. For more than 100 years, Kellogg's has been a leader in health and nutrition. It has done this by providing consumers with a wide variety of food products.

Within Kellogg's, there is a variety of functions and work roles. These include engineering operatives in the manufacturing section. Others work in finance, marketing, sales, information technology or human resources. Keeping everybody motivated no matter what their role is not easy. Kellogg's was recently placed in the top 100 of the Best Companies to Work For list in The Sunday Times.

Kellogg's values and culture support its role as a good employer. Encouraging everyone to live by the K-Values throughout the whole business creates a culture of people that have ownership over their own projects and strive for continuous improvement and industry-leading results.

These values influence the behaviour of individuals within the workplace, making Kellogg's a positive place to work. Employees are encouraged to speak positively about each other when apart, focusing on their strengths. This involves listening to others and accepting their right to their own views regarding the workplace.

The benefits of Kellogg's investing in people can best be illustrated by looking at the work of some of the theorists who have worked on motivation. The remainder of the case study shows how Kellogg's commitment to creating a 'great place to work' is supported by these theories.

13. How does Kellogg's treat its people?
14. What motivational techniques, according to the passage, help us to develop the business as a 'great place to work'?
15. What factors contribute towards the success of Kellogg's?
16. How would you substantiate that motivated employees are happier at work?

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