



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.A. DEGREE EXAMINATION – ENGLISH LITERATURE

FIRST SEMESTER – NOVEMBER 2015

EL 1812 - DYNAMICS OF COMM. : THEORY AND APPLICATION

Date : 12/11/2015
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: (5x8=40)

Section - I

1. State the effective ways of note-making and note-taking.
2. Difference between hard skills and soft skills.
3. Point out some of the impediments in creative thinking.
4. Mention certain basic ways to prevent stress.

Section – II

5. Discuss the importance of active listening.
6. Explain the necessity of preparing a speech prior to its delivery.
7. Highlight the importance of audience analysis.
8. Mention some of the roles a leader should be aware of.

PART – B

II. Answer any TWO of the following in about 500 words each without omitting any section: (2x20=40)

Section - I

9. What are the steps the effective people take to manage time?
10. Enlist the necessary interpersonal skills that make a difference in the workplace.

Section – II

11. Discuss the important guidelines to be kept in mind for effective public communication.
12. Enumerate effective Negotiation Techniques.

PART – C

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

(4x5=20)

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 behavior of individuals within the workplace, making Kellogg's 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. What are the strategies Kellogg's employ to influence people?
14. What techniques, according to the passage, help us to develop marketing strategies?
15. How does Kellogg's succeed in the market?
16. How would you ensure the happiness of employees at workplace?
