



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.A. DEGREE EXAMINATION – ENGLISH LITERATURE

FIRST SEMESTER – NOVEMBER 2017

17/16PEL1MC04 - DYNAMICS OF COMMUNICATION THEORY AND APPLICATION

Date: 10-11-2017
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. Bring out the significance of soft skills in workplace.
2. Mention a few time management techniques.
3. Point out the factors that do not encourage lateral thinking.
4. Enlist the types of questions used in an interview.

SECTION II

5. Enlist easy steps to improve influencing skills.
6. Mention the roles that an effective leader should play.
7. What is known as 'socialising' in workplace?
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. How would any enhance lateral thinking skills and creativity?
10. Elaborate presentation skill and its importance in the modern workplace.

SECTION II

11. How should a successful public speaker prepare and present ideas?
12. What factors contribute towards the success of group worthiness?

Part C

- III. Read the following case and answer the questions given below: (4X5 = 20)

The task of leadership is not to put greatness into people, but to elicit it, for the greatness is there already
- John Buchan

Insightful as it is, this aphorism needs to be modified to suit the 21st century. It can instead be said that- The task of each one is not to seek greatness in others but to recognize it within self, for it is there already. The task is to recognize one's ability to lead one's self and others if the need shall arise. Younger generation desperately needs not a Nehru but the belief that a Nehru is rooted deep within them.

A manager today has to lead, meet targets and also to be successful in creating a second line of leaders. As citizens of the new global village one needs to be prepared to smoothly step in the leader's shoes if the need

arises. The qualities of a leader: strong moral fibre, vision, determination and focus to transform that vision to reality is within reachable grasp of everyone.

The Jasmine revolution was started by average people who wanted to make a difference. If each of us recognizes our inherent strength and ability to lead, to take command we can move mountains. Not long ago the 'Lead India' campaign extolled this strength that is innate in each of us.

Having recognized this need how does one hone one's self into a leader? The most essential requirement would be 'character building'. All other skills like effective communications, motivation amongst others would be easy to inculcate once a strong moral conscious coupled with the desire to be proactive is established. These two would drive you to have vision; they would fuel your passion for every activity that you engage in. Marianne Williamson's prose explains this belief well: "We were born to make manifest the glory of God that is within us. It's not just in some of us; it's in everyone. And as we let our light shine, we unconsciously give other people permission to do the same. As we are liberated from our own fear, our presence automatically liberate others." So, see yourself as a leader, strengthen your character and develop your skills relentlessly to excel as you were meant to. That is the essence of leadership.

13. What are the important qualities of a leader, according to the writer?
14. What type of leadership style is considered to be more successful in 21st century?
15. If you were a CEO of an organization, how would you strengthen your character and develop your leadership skills?
16. How would you train your employees and colleagues as 21st Century leaders?
