

# LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



U.G.DEGREE EXAMINATION – GENERAL ENGLISH

THIRD SEMESTER – NOVEMBER 2018

16UEL3GE03– EXECUTIVE COMMUNICATION

Date: 27-10-2018

Dept. No.

Max. : 100 Marks

Time: 01:00-04:00

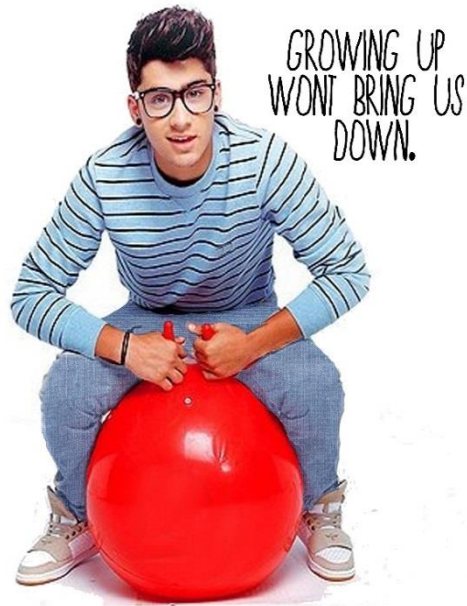
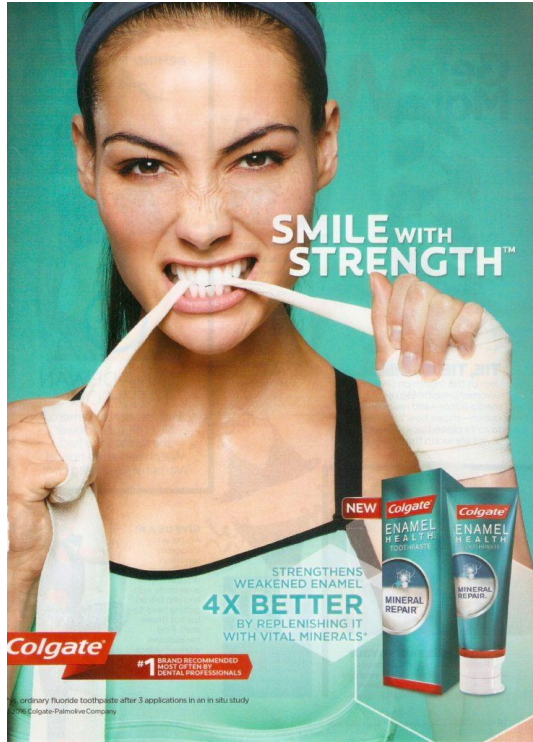
- I. Answer any **FOUR** of the following in about 150 words each: (4x10=40)
1. What is communication? Discuss the importance of communication for an executive and the importance of possessing control over words.
  2. Write an elaborate essay on the merit of non-verbal language and the role it plays in communication.
  3. What is group dynamics? Discuss some conditions which govern effective decision making in groups.
  4. Comment on the salient features of negotiation.
  5. You have been appointed as the regional manager of sales by a prestigious company. Write a letter of response to the HR manager seeking extension of time to join as you have not been relieved by the company which you work for presently.
  6. Discuss the nuances involved in the preparation and presentation of speech.
- II. Answer any **THREE** of the following in about 300 words each: (3x20=60)
7. A campus interview has been conducted for the post of Financial Analyst by a senior HR manager. The candidate has been shortlisted after the written test and group discussion. Write twenty exchanges clearly indicating the opening, progressing and closing of the interview.
  8. Write four exchanges involving five members of a group discussion on the topic of online transactions.
  9. Read the following case study and answer the questions given below:

Kavitha is the new head of sales and is freshly graduated from one of the top business schools of the world. She is determined to provide a major uplift to the sales department by introducing new ideas and innovations. She is slow in getting accustomed to the local work culture and some of her subordinates are older with a long standing experience in the area of her work. Soon she is disliked by her team despite her talent and enthusiasm.

Kavitha seeks the help of Ramesh who is next on the hierarchy level to solve her problem. Ramesh is the most popular person who is amiable and successful in getting things done. He motivates the sales team which works under him in such a way that the team always stands ahead of other teams in the organisation. Ramesh advises Kavitha to consult her subordinates whenever a new idea or decision is made.

    - a. What led to the difficulty faced by Kavitha in her new office?
    - b. Discuss the two styles of leadership the characters in the case study stand for.
    - c. Construct a dialogue with five exchanges between Kavitha and Ramesh in the context of offering solution to kavitha' s problem.

10. Attempt an analysis of the following advertisements:



No matter how trends bounce around  
You can count on Levi's denim to always fit  
when everything else tires out.

PLAY UP YOUR STYLE.



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