

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

U.G. DEGREE EXAMINATION – GENERAL ENGLISH

SECOND SEMESTER – APRIL 2010

EL 2066 / 2069 - EXECUTIVE COMMUNICATION

Date & Time: 15/04/2010 / 1:00 - 4:00 Dept. No.

Max. : 100 Marks

I. Answer ANY TEN of the following in about 50 words each (10 X 3 = 30)

1. What are the qualities of a Consultative Manager?
2. Define Communication Networks and its Kinds.
3. What are the four kinds of Distance in Human Relationships? Explain.
4. What is a Conflict?
5. What are the four kinds of Negotiation? Explain.
6. What are the Visible Cues that tell us that someone is lying?
7. What are Functional and Non-Functional Roles in a small group communication?
8. Explain Mind Mapping with an example.
9. Explain the role of a Convenor/ Co-ordinator of a conference?
10. Explain five types of Questions to be used during an interview?
11. What is DAGMAR Approach and list six items to analyse the situation?
12. List out the seven 'C's of effective communication in a business environment?

II. Answer any FIVE of the following in about 200 words (5 X 8 = 40)

13. What are the qualities of a successful negotiator?
14. Explain the three important decision-making techniques.
15. What guidelines should be followed in attending a job interview?
16. What are the various ways in which an effective speaker can arrest the attention of the audience?
17. While responding to business letters, what are the nuances to be kept in mind?
18. What is the need for us to lay stress on nonverbal communication?
19. Write briefly on: a) Agenda b) Minutes c) Memorandum d) Email

III. Attempt the following (3 X 10 = 30)

20. Write a letter in semi-block format to the Virginia Tec University enquiring about the admission procedure to the Executive Director, International Admissions.

21. Go through the following **case study** and answer the questions that follow

Problems, not people

Rajam was 35 years old, divorced, with one child, and stuck in a senior secretary's job. She handled appointments and correspondence for the president of an investment firm. A month earlier, the president of the company had hired Ruby (about 26 years old, single, and a recent MBA graduate) as an administrative assistant. Among her duties was to supervise the secretarial staff, including Rajam. Up to that point, Rajam had answered only to the president. The new situation set up some obvious tensions, among them that was Rajam's feeling that she had been demoted. It wasn't surprising, then, about a month later Rajam blew up at Ruby over a new dress code (no tight slacks) and a forthcoming Friday afternoon class on effective communication.

Ruby kept her cool at the meeting, saying that an increase in professionalism would have its rewards. But she overlooked it by saying that she sympathized—as it probably wasn't easy for all the secretaries to dress better because of the differences in income, family circumstances, and life-style. Rajam took this as a direct personal insult to her attempt to make ends meet as a single parent and to her lack of a college degree. This led to more clashes with Ruby and finally to a private confrontation in which Ruby told Rajam that if she were not professional enough to take orders, she could get out.

Rajam decided to live with the situation. It wouldn't have been this conflicting and easy at that time to change jobs, much less to move or change her child's school. She was disturbed but did just what Ruby told everybody to do. Ruby even complimented her from time to time for 'becoming' a professional. But there was still an inner resentment flaming within Rajam. It kept her awake all nights, and during the days she took every possible opportunity to put Ruby in a bad light with her boss. She would remove a letter from the mail now and then, not forward phone calls, and even spread a rumour about Ruby having an affair with a customer. In a month, they were both out of their jobs. Rajam was too ill to work for six months. Ruby won the battle but lost the war.

1. Why is it important that we have to attack problems, not people?
2. What is the problem identified in this conflicting situation?
3. Can you suggest 'win-win' approach to this problem? If yes, how?
4. When does a person's concept of self get affected?
5. What are the barriers of communication between Rajam and Ruby?

22. Recreate the **advertisement** given below keeping in mind the AIDA principle and also the characteristics of a good advertisement:

