LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

**U.G.** DEGREE EXAMINATION – **GENERAL ENGLISH**

SECOND SEMESTER – **APRIL 2012**

# EL 2066 / 2069 - EXECUTIVE COMMUNICATION

 Date : 20-04-2012 Dept. No. Max. : 100 Marks

 Time : 9:00 - 12:00

**PART A**

I. **Answer any TEN of the following**: **(10 X 3=30Marks)**

1. What is known as “Space Fillers”? Give Example

2. What is a Conflict?

3. Mention the functional and non-functional roles that a discussant may play.

4. What does Brain Writing mean?

5. Write note on “Note Card”?

6. What are the different types of answers one may employ in an Interview?

7. How does standardized Interview differ from unstandardized interview?

8. What are the three dimensions of appeal in advertisement?

9. What are the two kinds of Print Ads? Explain with examples

10. Write a brief note on the alphabet code for writing effective business letters?

11. What are the two kinds of letters of enquiry? Explain

12. What are the advantages of e-mail?

**PART B**

**II. Answer any Five of the following in about 250-300 words each:** (**5 X 8=40 Marks)**

13. Explain any two group decision – making techniques in detail.

14. What factors may contribute towards success of meetings?

15. Enumerate the barriers in communication and suggest ways to remove them.

16.Draft a speech to congratulate your office staff on his achievements in the past year.

17. How is an autocratic manager different from a consultative and democratic manager?

18. What are the various ways in which an executive can have control over his language?

19. Prepare an agenda and write the minutes of the meeting of the Sports Committee held on the

eve of the annual sports of the college.

**PART C**

**III. Attempt the following:**

20. Prepare an **advertisement** layout for a product of your choice without missing any of its essential

 components- **hookline, illustrations, colour, symbol, text, brandname and byeline**. **(10 Marks)**

21.Write an effective business **letter in the Full Block format** to the Director of Tourism, Andaman and

 Nicobar Islands, promoting your airways company **’Great Air’**. **(10 Marks)**

**PART D** (**CASE STUDY**)

**IV. Read the Case Study and then answer the questions given below:** **(10 Marks)**

**Identify the leader within - Brig.Rajiv Divekar(Retd.)**

*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. Generation Y 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.**(The writer is director,SIMS)**

**Answer the following questions.**

22. What are the essential components of leadership according to the writer? Justify with examples from the text.

23. If you were a manager of the ***new global village,*** how would you strengthen your character and develop your leadership skills?