# LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



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

### THIRD SEMESTER - NOVEMBER 2022

### 17/18UEL3GE03 - EXECUTIVE COMMUNICATION

Date: 29-11-2022	Dept. No.	Max.: 100 Marks
Time: $0.0000$ AM $1.000$	NOON	

#### PART - A

## Answer any four of the following in about 150 words each:

(4x10=40 marks)

- 1. What are the different styles of leadership? Illustrate.
- 2. Explain any two decision making methods.
- 3. Explain USP and AIDA (s) principles with suitable examples.
- 4. Comment on the importance of time management in effective communication.
- 5. What are the features of an official letter?
- 6. Comment on the salient features of negotiation.
- 7. What are the 7 Cs of communication?

### PART - B

# Answer any three of the following in about 250 -300 words each:

(3x20=60 marks)

- 8. Imagine you are an executive conducting interviews for the job of medical representatives for your company. Construct a set of ten questions that will help you choose the right candidate.
- 9. Write an elaborate essay on the merit of non-verbal language and the role it plays in communication.
- 10. "Please, thanks and sorry" are the three keywords in Interpersonal communication. Explain.
- 11. Analyse the following advertisement and give suggestions for its improvement.
- 12. What is communication? Discuss the importance of communication for an executive and the importance of possessing control over words.

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