



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

M.Voc. DEGREE EXAMINATION – DIGITAL JOURNALISM

THIRD SEMESTER – NOVEMBER 2024



**PDJ3SK01 – LEADERSHIP SKILLS**

Date: 09-11-2024

Dept. No.

Max. : 100 Marks

Time: 01:00 pm-04:00 pm

### SECTION A – K1 (CO1)

<b>Answer ALL the questions</b>		<b>(5 x 1 = 5)</b>
1	<b>Define the following</b>	
a)	Good communication	
b)	Flexibility	
c)	Empathy	
d)	Decision making	
e)	Emotional Intelligence	

### SECTION A – K2 (CO1)

<b>Answer ALL the questions</b>		<b>(5 x 1 = 5)</b>
2	<b>True or false</b>	
a)	The method by which leaders not convey messages and move people to action.	
b)	Decision making a leadership skill that managers use to assess a situation and determine how the organization may proceed.	
c)	Strategic planning is a process in which an organization leader define the vision for the past.	
d)	Negotiation skill are hard leadership skill because you use persuasion.	
e)	Persuasive are able to influence the followers, and can induce certain mindset.	

### SECTION B – K3 (CO2)

<b>Answer any THREE of the following</b>		<b>(3 x 10 = 30)</b>
3	Apply the concept of leadership to discuss its importance.	
4	Build an understanding of flexibility and trust.	
5	Develop a comprehensive understanding of strategic planning	
6	Construct the types of negotiation strategies.	
7	Organize a note on barriers to successful persuasion.	

### SECTION C – K4 (CO3)

<b>Answer any TWO of the following</b>		<b>(2 x 12.5 = 25)</b>
8	Analyze the qualities of a good leader .	
9	Simplify problem solving and its significance in achieving professional success.	
10	Examine the art of decision making.	
11	Classify the six negotiation skills.	

### SECTION D – K5 (CO4)

<b>Answer any ONE of the following</b>		<b>(1 x 15 = 15)</b>
12	Evaluate the importance of listening skills.	
13	Explain the critical steps in strategic planning.	

### SECTION E – K6 (CO5)

<b>Answer any ONE of the following</b>		<b>(1 x 20 = 20)</b>
14	Appraise the life stories of any one of these recognized leader: (i)Che Guevara, (ii)APJ Abdul Kalam.	
15	Elaborate in detail the skills of persuasion and influence.	

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