



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)

Answer ALL the questions

(5 x 1 = 5)

1 **Define the following**

- a) Good communication
- b) Flexibility
- c) Empathy
- d) Decision making
- e) Emotional Intelligence

SECTION A – K2 (CO1)

Answer ALL the questions

(5 x 1 = 5)

2 **True or false**

- 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)

Answer any THREE of the following

(3 x 10 = 30)

- 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)

Answer any TWO of the following

(2 x 12.5 = 25)

- 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)

Answer any ONE of the following

(1 x 15 = 15)

- 12 Evaluate the importance of listening skills.
- 13 Explain the critical steps in strategic planning.

SECTION E – K6 (CO5)

Answer any ONE of the following

(1 x 20 = 20)

- 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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