LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

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

SECOND SEMESTER – APRIL 2011

# EL 2066 / 2069 - EXECUTIVE COMMUNICATION

Date : 02-04-2011 Dept. No. Max. : 100 Marks

Time : 9:00 - 12:00

1. **Answer any TEN of the following in about 50 words each: (10x3 = 30)**
2. What are the advantages of e-mail?
3. Briefly explain the Alphabet code for writing effective business letters.
4. Write notes on positive body language.
5. What is the difference between selective perception and filtering?
6. Classify ads according to Philip Kotler’s objectives.
7. What are the objectives of the interview?
8. Explain the formula for holding successful meetings?
9. How can a speaker achieve unity and cohesion in his/her speech?
10. What are the qualities of a successful negotiator?
11. Differentiate vocalization from voice qualities.
12. What are the two kinds of letters of inquiry?
13. Why do leaders communicate?
14. How can an executive build an effective group? Explain.

**II. Answer any FIVE of the following in about 200 words: (5x8=40)**

14. What are the various methods by which an executive can have control over his language?

15. Explain Proxemics.

16. Explain different approaches to negotiation.

17. Explain the procedure in the Nominal Group Technique.

18. Describe the blocks which hamper the communication process.

19. What are the 7 C’s of effective communication- Elucidate.

**III. Read the case study given below and then answer the questions that follow:**

**Effective Communication as a Motivator**

Barry is a 27-year old who is a foodservice manager at a casual dining restaurant. Barry is responsible for supervising and managing all employees in the back of the house. Employees working in the back of the house range in age from 16 years old to 55 years old. In addition, the employees come from diverse cultural and ethnic backgrounds. For many, English is not their primary language.

Barry is ServSafe certified and tries his best to keep up with food safety issues in the kitchen but he admits it’s not easy. Employees receive “on the job training” about food safety basics (for example, appropriate hygiene and handwashing, time/temperature, and cleaning and sanitizing). But with high turnover of employees, training is often rushed and some new employees are put right into the job without training if it is a busy day. Eventually, most employees get some kind of food safety training. The owners of the restaurant are supportive of Barry in his food safety efforts because they know if a food safety outbreak were ever linked to their restaurant; it would likely put them out of business. Still, the owners note there are additional costs for training and making sure food is handled safely.

One day Barry comes to work and is rather upset even before he steps into the restaurant. Things haven’t been going well at home and he was lucky to rummage through some of the dirty laundry and find a relatively clean outfit to wear for work. He admits he needs a haircut and a good hand scrubbing, especially after working on his car last evening. When he walks into the kitchen he notices several trays of uncooked meat sitting out in the kitchen area. It appears these have been sitting at room temperature for quite some time. Barry is frustrated and doesn’t know what to do. He feels like he is beating his head against a brick wall when it comes to getting employees to practice food safety.

Barry has taken many efforts to get employees to be safe in how they handle food. He has huge signs posted all over the kitchen with these words: KEEP HOT FOOD HOT AND COLD FOOD COLD and WASH YOUR HANDS ALWAYS AND OFTEN. All employees are given a thermometer when they start so that they can temp food. Hand sinks, soap, and paper towels are available for employees so that they are encouraged to wash their hands frequently.

**Answer the following questions: (2 X 5 = 10)**

1. What are the communication challenges and barriers Barry faces?
2. What are some ways Barry might use effective communication as a motivator for employees to follow safe food handling practices?

**IV. Attempt the following:**

1. Write a complaint letter in the Indented format to an airline expressing your dissatisfaction on the reservations made and about the poor customer service on board the flight. **10 marks**

V Analyse the advertisement given below based on the parameters of advertisement analysis. Change the body copy of the ad retaining the brand name. **10 marks**



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