



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.A. DEGREE EXAMINATION – ENGLISH LITERATURE

FIRST SEMESTER – NOVEMBER 2016

16PEL1MC04 – DYNAMICS OF COMMUNICATION THEORY AND APPLICATION

Date: 09-11-2016

Dept. No.

Max. : 100 Marks

Time: 01:00-04:00

PART-A

- I. Attempt any five of the following in about 200 words each choosing not more than three from each Section: (5 x 8 = 40)

SECTION I

1. Mention the basic principles of effective communication.
2. Enlist the skills involved in effective reading.
3. Enumerate the guidelines to ensure multi-cultural collaboration.
4. Point out the strategies to motivate others

SECTION II

5. Discuss the importance of eye-contact in oral communication.
6. Explain the necessity of drafting a speech prior to its delivery.
7. Bring out the necessity of nonverbal communication.
8. Illustrate Edward de Bono's concept of Lateral Thinking.

Part B

- II. Answer any two of the following in about 500 words each without omitting any section: (2 X 20 = 40)

SECTION I

9. What are the guidelines to make a lively presentation?
10. What are the necessary interpersonal skills to make a difference in the workplace?

SECTION II

11. Discuss elaborately the factors and skills necessary for effective oral communication.
12. Define Team work skills and its practice in the modern workplace.

Part C

- III. Read the following case and answer the questions given below: (4X5 = 20)

Identify the leader within

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. Younger generation 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.

13. What are the essential characteristics of leadership according to the writer? Justify with examples from the text.
 14. What type of leadership style is considered to be more practical and acceptable in 21st century?
 15. If you were a CEO of an organization, how would you strengthen your character and develop your leadership skills?
 16. Who, according to you, is an ideal leader? Illustrate it drawing example from the world of politics.
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