



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

U.G. DEGREE EXAMINATION – GENERAL ENGLISH

FOURTH SEMESTER – APRIL 2016

EL 4056 - EXECUTIVE COMMUNICATION

Date: 16-04-2016
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

PART – A

I. Answer any five of the following in 50 words: (5 X 2 = 10 Marks)

1. What are the general roles of an executive?
2. What is kinesics?
3. Give two idioms or phrasal verbs and explain them.
4. “Some groups are more effective than others”. Why?
5. Explain brain writing. How is it connected to brainstorming?
6. What are the various responses that mar an interview?
7. Explain alliteration using an example.

II. Answer any four of the following in 100 words: (4 X 5 = 20 Marks)

1. What are the four types of executives? Explain their strategies, approaches and modus operandi.
2. What is an ideal negotiation? What are the ground realities of negotiation?
3. Present a few solutions to reduce conflict.
4. Suggest a few effective decision making techniques, according to Rathus.
5. Define persuasion. How does it become an art? Explain the power of persuasive speech.
6. How can a meeting be successful? Suggest ways of conducting a formal meeting.
7. What are the barriers to making an effective communication?

III. Answer the following in 200 words: (2 X 10 = 20 Marks)

1. A conference is a huge academic activity. How will you prepare to conduct a conference? Detail a list of various committees, designations, procedures and other essentials involved in running a successful conference.
2. What are the 7C's that make communication more effective.

PART - B

IV. Answer the following (2 X 10 = 20 Marks)

- a) Your car is damaged in the recent Chennai floods. Write a letter to the Royal Sundaram Insurance Private Ltd, requesting them to estimate the loss and offer a compensation package that equals the loss.

(Or)

You work for Royal Enfield as an executive. A student from Loyola College has asked you a quotation for its latest model 'Continental GT'. Write a letter with all relevant details of the motorcycle and persuade the buyer.

- b) Write a memo notifying an official training programme on “strategic leadership” for a period of 3 days to all the staff working in your office. Mention programme time, venue, key issues to be discussed etc.

(Or)

Give out a tender for the newly constructed multimedia lab in your college. List the required components to furnish the lab with the estimated cost and quantity.

PART – C

V. Answer the following:

(1 X 20 = 20 Marks)

Analyze the ad based on the pointers that you were briefed with.



VI. Answer the following:

(5 X 2 = 10 Marks)

Study the following case and respond to the questions given below.

The Interview

NomsuMotsepe had been interviewing job applicants for the Trainee Manager position since 8.30am. It was now 4pm and she was looking forward to a short break before the final interview of the day. She checked her schedule – Gavin Stephens, 4.30pm. She decided to have coffee sent in to her office, as she didn't have time to go to the canteen.

Unfortunately, Gavin, who had lost his way, was 20minutes late. As a result the interview began with Nomsu's feeling irritable and Gavin flustered.

Nomsu: Good afternoon, Mr Stephens. Take a seat.

Gavin: Thanks Mrs. erMs Mots....er

Nomsu: MOTSEPE. Right. Let's get started straight away. What made you apply for this particular job, Mr Stephens?

(Gavin shuffled in his seat and Nomsu noticed that he kept adjusting his tie.)

Gavin: Sorry, I'm a bit hot after running here. Phew! Um.....well I've done a management course at Tech and I....this ad...said it was for a trainee manager.

Nomsu: I see. Do you know anything about ABC Ltd?

Gavin: Ja, don't you make toys and that sort of stuff?

Nomsu: You could put it that way. Mr. Stephens, we're looking for someone who can think creatively – do you have any hobbies or activities that are creative at all?

Gavin: Um....not really. I surf in the summer....But I enjoy working with people.

Nomsu: Can you give me any examples?

Gavin: What d'you mean?

Nomsu: Well, have you worked in a team, or perhaps organized a surfing competition?

(Gavin looked around the room for a few seconds. His gaze settled on Nomsu's coffee cup.)

Gavin: I must have – I just can't remember now. Um....I led a group of scouts on a two-day hike. Oh yes! I was the member of the Debating Society at school. That can be pretty creative.

Nomsu: Right. Mr Stephens, we are hoping to fill this position by the end of October. Would be available then?

Gavin: Yes. I can't wait to stop delivering pizzas.

Nomsu: Hmm. Well, I think that's it. Is there anything you'd like to ask me about the firm, or the position?

Gavin: Er....is there a coffee shop on the premises? I wouldn't mind something cool to drink.

(Unfortunately, Nomsu did not find Gavin's attempted joke funny)

Nomsu: Right. If that's all...

(Nomsu rose briskly and extended her hand, which Gavin shook firmly)

Gavin: Thanks. Sorry I was late. Goodbye MrsMotsepe.

(Gavin left hurriedly, leaving Nomsu nursing her crushed hand)

Questions:

1. What factors led to a poor start of the interview?
2. Outline the non-verbal behavior of Gavin Stephens during the interview process?
3. Explain how Gavin should have prepared for the interview.
4. Discuss the message communicated by Gavin to Nomsu through his non-verbal cues.
5. Suggest ways to Gavin in improving his interview skills.
