



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.A. DEGREE EXAMINATION - ENGLISH LITERATURE

FIRST SEMESTER – NOVEMBER 2013

EL 1812 - DYNAMICS OF COMM. : THEORY AND APPLICATION

Date : 16/11/2013
Time : 1:00 - 4:00

Dept. No.

Max. : 100 Marks

I. Write elaborate answers on any **FIVE** of the following in about 200 words each: (5 X 8 = 40)

1. Importance of soft skills
2. Lateral thinking
3. Qualities an effective leader should emulate
4. Characteristics of Highly Cohesive Teams
5. Time Wasters
6. Interview structure
7. Characteristics of cohesive team
8. Easy steps to improve influencing skills

II. Answer the following in about 500 words each: (2 X 20 = 40)

9. Enumerate the Characteristics of an Effective Speaker

OR

How would anyone motivate others using effective communication?

10. Can Time Management be learnt? Substantiate.

OR

Illustrate the Problem Solving Procedure

III. Read the following passage and answer the questions that follow it. (4 X 5 = 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.

11. What are the essential components of leadership according to the writer? Justify with examples from the text.
12. What type of leadership style is considered to be more practical and acceptable in 21st century?
13. If you were a CEO of an organization, how would you strengthen your character and develop your leadership skills?
14. How would you groom your subordinates as 21st Century leaders?
