



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

U.G. DEGREE EXAMINATION – GENERAL ENGLISH

SECOND SEMESTER – NOVEMBER 2015

EL 2066 - EXECUTIVE COMMUNICATION

Date : 14/11/2015
Time : 01:00-04:00

Dept. No.

Max. : 100 Marks

I. Answer any TEN of the following in about 50 words each: (10*3=30)

1. Why do leaders communicate?
2. What makes an executive's language powerful?
3. What is non verbal communication?
4. What is a conflict?
5. Give reasons for the importance of 'listening' in negotiation.
6. Define Executive Communication in your own words.
7. Write short notes on an 'effective group.'
8. Does creativity have a place in decision-making process? Substantiate.
9. What is meant by a problem?
10. Write a brief note on 'job interview.'
11. Briefly write about 'circulars' and 'notices.'
12. Differentiate between 'physical' and 'psychological' noise.
13. What do you understand by a 'memo'?

II. Answer any FIVE of the following in about 200 words each: (5*8=40)

14. Elucidate the seven C's of effective Communication.
15. Discuss the different methods by which an executive can have control over his language?
16. Explain the blocks that affect the process of 'Effective communication.'
17. Bring out the relevance of 'Brain Storming' for Decision-making in groups.
18. Bring out the importance of e-mail communication in an office. Give suitable examples.
19. Highlight the role of a moderator in a 'Group-discussion.'

III. Case study

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

Recently Aarush applied for a position in a reputed firm. He had thought the job was in his grasp, but was later dismayed to find him rejected. It was very difficult for him to accept this rejection. He thought about other candidates who walked with the same idea. After all only one person can be recruited for one post.

He was wondering whether he did the interview well. He questioned himself, "Was I prepared for the questions? Could I have answered them differently? Was I able to create a suitable

impression of myself? Was my body language alright?” He was making a post mortem of his interview.

He jotted down some points on how the interview went. He made a list of questions that were asked, the topics covered, and analysed his responses. Some interviews are structured but his interview was not. He came to a conclusion that the responses he provided could have also had an effect on the result.

20. What do you think went wrong in Aarush’s interview? **(5 marks)**

21. Give some positive tips to Aarush to win his future interviews. **(5 marks)**

IV. Attempt the following:

22. Write a letter in the full block format to the Assistant Engineer of Water-Board of your city requesting him to give pipe connection and water supply to your street. **(10 marks)**

23. Analyse the advertisement given below based on the parameters of advertisement analysis. **(10 marks)**



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