



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

U.G. DEGREE EXAMINATION – GENERAL ENGLISH
SECOND & FOURTH SEMESTER – NOVEMBER 2016
EL 2066 / EL 4056 - EXECUTIVE COMMUNICATION

Date: 02-11-2016
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

I. Answer any TEN of the following in about 50 words each: (10 X3 = 30)

1. What is meant by executive communication?
2. What are the purposes of interview?
3. What are the qualities of a successful negotiator?
4. Differentiate vocalization from voice qualities.
5. Who is an executive? What are the functions of an executive?
6. What are the influencing factors for a good decision? Explain.
7. Define persuasive speech. How does it take control over an audience?
8. Suggest a few methods by which an executive can have control over his words.
9. What are the uses of nonverbal communication?
10. What is audience analysis? How does it help in making the message effective?
11. Define the language of negotiation and the logic of using convincing words.
12. Explain the terms: facial expression, body-gestures
13. Give the differences between formal and informal meetings.

II. Answer any FOUR of the following in about 200 words: (4 X10=40)

14. What is known as funnel structure in an interview?
15. What leadership qualities are required to be an effective executive?
16. Write an essay on the procedure of conducting a conference.
17. What are the different types of advertisements?
18. What is group Cohesiveness? Explain its characteristics.

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)

19. What are the communication blocks that Barry faces while managing diverse group?
20. Suggest ways and means with which Barry can motivate the employees to follow safe food handling practices.

IV. Attempt the following:

21. Write a complaint letter in the Indented format to a Computer Servicing Company expressing your dissatisfaction over the poor service rendered to your office. **(10marks)**
22. Analyze the advertisement given below based on the parameters of advertisement analysis. **(10 marks)**


