

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



BBA - DEGREE EXAMINATION – FRANCE

FIRST SEMESTER – NOVEMBER 2019

EL 131 – ENGLISH

Date: 07-11-2019

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

INSTRUCTIONS:

- 1) Read the question paper thoroughly.
- 2) All questions to be answered on separate answer sheets.
- 3) Marks will be deducted for spelling and grammatical mistakes.

Part A

1. Read and relate this article to your own experience of communication and interpersonal skills. Use two sides of the answer sheet. (20 marks)

What makes communication & interpersonal skills excellent?

Posted on November 15th, 2017 by David Lewis

There are several things that make communication and interpersonal skills excellent, but for this post, we'll focus on a big one: listening. As a manager or leader, listening is particularly important because it can help increase employee engagement.

"The biggest communication problem is we do not listen to understand. We listen to reply." -unknown

To inspire, persuade, or engage an employee, they need to feel valued. One way to show you value them is to really listen to them.

Here are five examples of excellent communication and interpersonal skills that also illustrate why listening is so important:

Jeff Jacobson is the new CEO for Xerox. In his first eight months, he has travelled around the world to meet with Xerox's 35,000 employees in 160 countries. He is trying to personally connect with as many employees as possible because, "People relate to people at the end of the day," he says in a recent Fortune interview.

Nikolay Piriankov, CEO of Taylor & Hart, revealed in a recent Training Journal article, "Initially I thought my role as a manager was to 'tell' my team members how and what to do. As I've grown into the role I've realized that listening to them express their frustration and challenges allows me to be far more effective in helping them."

Andri Kawel, CEO of Forex Trading News, echoes this sentiment in a recent Forbes article. He says, "When it comes to being a first class leader, one of the most important things to remember is to listen to your team. So many leaders are convinced that strong leadership requires brilliant oratory, and that is certainly true in some cases. But listening is one of the most underused and undervalued

traits of a good leader. Without listening it is impossible to truly understand what your team requires, and this in turn then causes a potentially catastrophic breakdown in communication. There is a reason when you have two ears, and one mouth and a great leader recognizes this.”

Instagram co-founder and CEO Kevin Systrom is a member of Walmart’s Board of Directors. According to an interview with Fortune, he reflected on his first meeting with newly appointed Walmart CEO, Doug McMillon. He said of McMillon, “He’s one of the most intensely friendly people I’ve ever met. And intensely friendly in the sense that his focus is on *you*, like there’s no other thing going on in his mind when he’s talking to you. He’s not distracted. He’s not thinking about a meeting he has next. He’s 100% focused on you.” Systrom added this is unique – “hasn’t seen in any other executive [he’s] met in the Valley, nor in business period.”

Listening is the first part. Taking action is the second. In a recent Forbes interview, Dr. Naphtali Hoff, an Executive Coach, Organizational Consultant, Trainer, Lecturer, and author of *Becoming the New Boss: The New Leader’s Guide To Sustained Success*, says, “The more that you could be transparent, the more the people see that what you’re asking of them is demonstrated in the following outcome, the following result, the more they’re willing to invest and trust in you moving forward.”

2. Write an email to the Director of your programme seeking permission to participate in a seminar at another college. (20 marks)

The email must include:

- what the seminar would be about and why
- details of what you expect to gain from attending the seminar
- essential details of the seminar.

Part B

3. Write an essay from one of the questions given below. (30 marks)

The qualities and skills that a person requires to become successful in today's world cannot be learned at a university or other academic institutions. To what extent do you agree or disagree?

- a. Some people think that prison sentences should not be used in dealing with criminals. Education and job training should be used instead. To what extent do you agree or disagree?
- b. Nowadays more and more business meetings and business training are taking place online. Do the advantages of this development outweigh the disadvantages?

Part C

4. Answer both the questions in a unique format.

(15 + 15 = 30 marks)

- a) Describe a current hobby that you have and draw a mindmap to use for your presentation.
- b) Describe a future hobby that you hope to have and draw a mindmap to use for your presentation.
