



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

U.G. DEGREE EXAMINATION – GENERAL ENGLISH

THIRD SEMESTER – NOVEMBER 2017

16UEL3GE03 - EXECUTIVE COMMUNICATION

Date: 02-11-2017
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

SECTION A

Answer any four of the following in about 150 words each: (4x10=40 marks)

1. What are the different styles of leadership? Illustrate.
2. Explain any two decision making methods.
3. Explain USP and AIDA (s) principles with suitable examples.
4. Comment on the importance of time management in effective communication.
5. What are the features of an official letter?

SECTION B

Answer any three of the following in about 250 -300 words each: (3x20=60 marks)

6. Imagine you are an executive conducting interviews for the job of medical representatives for your company. Construct a set of ten questions that will help you choose the right candidate.
7. Write a circular letter promoting your recent product in Block Format.
8. Draft a speech thanking your colleagues for their support in bringing out the company newsletter.
9. Analyse the following advertisement and give suggestions for its improvement.