

Jagan Institute of Management Studies
End-Term Examination, December 2017 – January 2018
Trimester II – PGDM 2017-19

Managerial Communication
ET_PG_MC_2912

Time: 3 Hrs.

M. Marks: 70

INSTRUCTIONS: Attempt any FIVE questions including Q1 & Q7 which are compulsory.

- Q 1** Differentiate between any **FOUR** of the following:
- a) Mind & Mindset.
 - b) Exit & Stress Interview.
 - c) Growth & Development.
 - d) Entertainment & Edutainment.
 - e) Ignoring & Ignorance. **14**
- Q 2** Artificial Intelligence (AI) is now here to stay. Elaborate its impact on near future jobs scenario. **14**
- Q 3** Elaborate the following:
- a) The main objectives of conducting Group Discussion (GD) by the companies in their placement process.
 - b) Ideal style to summarize in a Group Discussion.
 - c) Ways to navigate in a Group Discussion **14**
- Q 4**
- a) It pays to research a company /industry before you arrive for an Interview. Elaborate with examples & sources.
 - b) Elucidate the role and techniques of Networking both online & offline in creating a professional self-image helpful in placements and career progress. **14**
- Q 5**
- a) Describe the role of Empathy in a corporate environment.
 - b) With the help of some real life example justify your team-working capabilities.
 - c) Attributes of a good Team Player **14**
- Q 6** “How you say is more important than what you say.” Elaborate on use of non-verbal communication giving an edge in an Interview and Presentation. **14**
- Q 7** Write an Essay on any **ONE** (400 words) of the following:
- a) Invest in yourself.
 - b) Corporate Social Responsibility.
 - c) Skilled Manpower shortage in India. **14**
