

Jagan Institute of Management Studies
End-Term Examination, December, 2016 – January, 2017
Trimester II – PGDM 2016-18

Managerial Communications
ET_PG_MC_2712

Time: 3 Hrs.

M. Marks: 70

INSTRUCTIONS: Attempt any SIX questions including Q1 which is compulsory.

- Q 1** Attempt the following:
- a) Where do you see yourself five years after joining the corporate?
 - b) Qualify any major problem you faced in the recent past and outline your strategy in dealing with the same?
 - c) Do you consider yourself successful and why?
 - d) What you do in your free time?
 - e) Explain your experience at the Institute. What value addition it has made to your personality? **20**
- Q 2** Your GD subject is: Is the Youth of India confident or confused?
- a) Initiate the discussion content.
 - b) Conclude the discussion content.
 - c) Explain how GD is a major HR tool for short listing /elimination. **10**
- Q 3**
- a) Write a covering letter to a prospective employer submitting your credentials for a vacancy advertised for Assistant Manager (Marketing). Outline your suitability for the job.
 - b) Elucidate the importance of resume to be tailored to the job advertised. **10**
- Q 4** Write an Essay of about **300 words** on any **ONE** of the following:
- a) Globalization vs Nationalism.
 - b) Demonetization and its impact on Indian economy. **10**
- Q 5**
- a) What is social intelligence?
 - b) Why must Managers master the art of negotiation? Can we create a win-win situation?
 - c) Why should managers create an IQ, EQ and SQ advantage in the office? How does it help? **10**
- Q 6**
- a) Correct posture, right gestures and positive body language shapes managerial persona. What aspects will you consider in development of

all three?

b) Smart looks are a signature to your personality, Elucidate? **10**

Q 7 a) Differentiate between Report & Proposal.

b) Explain briefly different types of Reports prepared in a Project and a Commercial office. **10**
