

Jagan Institute of Management Studies
End-Term Examination, September-October, 2017
Trimester I – PGDM (RM) 2017-19

Executive Communications

ET_RM_EC_2709

Time: 3 Hrs.

M. Marks: 70

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

- Q 1** Write paragraphs on the following:
- a) Self-confidence is the first requisite to great undertakings.
 - b) Importance of developing a professional appearance.
 - c) Of all the things you wear, your expression is the most important. **15**
- Q 2** Stage fear has two meanings:
Forget Everything And Run
or
Face Everything And Rise
Comment on what you feel is true for you **12**
- Q 3** 93% of top decision makers in the UK and 96% in the US feel that ‘personal presentation’ is a key factor in gaining employment. Write in ten things that you would keep in mind while dressing up for the interview. (Gender specific) **12**
- Q 4** Write the importance of Gestures and Postures in an interview. Also, write 10 Common problems related to the same. **12**
- Q 5** Write an email to a buyer who wants to know the corporate profile of your company, current business linkages and delivery schedule of orders within India. **12**
- Q 6** “Whether this is real or imaginary the most important fact is that your appearance influences the opinions of everyone around you.” Keeping the above statement in mind, write in the three golden rules for creating the first impression **12**
- Q 7** Write in the points involved in the process of planning your power point presentations. **19**
