

Jagan Institute of Management Studies
End-Term Examination, September, 2016
Trimester I – PGDM (RM) 2016-18

Executive Communication
ET_RM_EC_2209

Time: 3 Hrs.

M. Marks: 70

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

- Q 1** Write short notes on any **THREE** of the following:
- a) Principles of opening a communication.
 - b) Drafting and revising skills.
 - c) Importance of doing book reviews.
 - d) Mechanics of email drafting.
 - e) Art of paragraph writing **14**
- Q 2** Write a 300 word essay on any **ONE** of the following:
- a) Digital media as an effective and viable communication tool.
 - b) Multiple communication tools which are helpful in shaping managerial persona. **14**
- Q 3** Complete the following story lines: (200 to 250 words)
- a) I went to a local stadium to watch a cricket match _____.
 - b) I had my first solo business presentation in the corporate premises today _____ **14**
- Q 4** Draft following emails:
- a) Warning letter to an employee who is in the habit of coming late. You are the HR manager.
 - b) Write a sympathy note to your friend who has suffered major property damage in an earthquake. **14**
- Q 5** You are the GM (marketing) .In the last financial year, company performance metrics have been average and your team of 20 subordinates (sales executives) have barely met their targets. Your company is selling soaps and detergents. This FY the management wants a complete turn around and has instructed you to diametrically enhance sales of the product by at least 20% over and above last financial year's performance.

Write a motivational email to your team motivating them to meet the revised targets and spelling out strategic guidelines to achieve the same. You have an All India market with distributors located in all

14

Q 6 Do mind mapping for the following: (75 words)

a) Management.

b) Movies

14

Q 7 a) What is the role of a business presentation?

b) Make 5 slides in point form for a presentation on necessity of learning executive communication.

14
