

Jagan Institute of Management Studies
End-Term Examination, September, 2016
Trimester IV – PGDM (RM) 2015-17

Leadership Communication
ET_RM_LC_2309

Time: 3 Hrs.

M. Marks: 70

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

- Q 1** Write short notes:
- a) Importance of understanding prose styles and correctness of grammar.
 - b) Role of business presentations.
 - c) Importance of writing a covering letter.
 - d) Sentence configuration guidelines.
 - e) Unity and coherence in paragraph writing. **14**
- Q 2** Write an opening paragraph on following topics: (Word length up to 150 words).
- a) Group discussion as a viable tool to assess candidature of a prospective candidate.
 - b) Structured methodology to develop environmental scanning ability. **14**
- Q 3** Write an essay on any **ONE** of the following. (300 words)
- a) Leveraging soft skills as a force multiplier by managerial aspirants.
 - b) How can India become a super power?
 - c) How will you write an effective resume which is a snapshot of your professional and academic life? **14**
- Q 4** How will you develop effective writing style? Explain the following:
- a) Role in writing.
 - b) Attitude in writing.
 - c) Voice in writing. **14**
- Q 5** Complete the story (150 words):
- a) I attended a cricket match at the local stadium on 28 August 2016. During the match-----.
 - b) I was to catch the evening flight to Muscat for a five day holiday. I left my residence at 9 pm for the airport. The taxi started moving towards the airport and-----.
- 14**

- Q 6**
- a) Write a note on drafting and revising.
 - b) How will you design an online presentation on learning retail marketing as a viable career option? Make four slides in point form giving salient features of your presentation. **14**

- Q 7** Write the following emails:
- a) A sympathy email to your friend whose only son died in a car accident.
 - b) A note of appreciation to a colleague who has been selected for a posting overseas.
 - c) An application to the HR department of your company seeking a posting to a different city in one of the company offices on extreme compassionate grounds. **14**
