

JAIPURIA INSTITUTE OF MANAGEMENT,

PGDM 3rd Trimester (Batch 2016-18)

END TERM EXAMINATIONS

(April, 2017)

Course Name	Business Communication- III	Course Code	301
Max. Time	120 minutes	Max. Marks	40

Instructions:

Do NOT write your name anywhere in the answer sheet.

Legible handwriting is appreciated.

Use of SMS language is discouraged and will be penalized.

Attempt all questions from each of the sections.

SECTION A

Q1. What do you understand by the word “Rapport?” (Relationship) Describe the importance of building a rapport with specific reference to the professional world. (5 Marks)

Q2. Discuss in detail, the significance of personal branding? How can one use LinkedIn as a tool for personal branding? (5 Marks)

Q3. Most companies prefer filtering candidates on the basis of a Group Discussion. As a prospective candidate, how would you prepare for these discussions? Mention the points you would keep in mind and those that you would avoid (5 Marks)

Q4. It is said that for converting an interview into an employment opportunity you have to do only one thing-prepare, prepare and prepare. What should you prepare before the interview? (5 Marks)

SECTION B

Q. 5 Read the following case and answer the questions given at the end:

Mr. Shivam Kumar, is a student at a Management Institute in Mumbai. The President of A&B in Chennai visited the campus for placements in early October, 2016. The interview was to be held in a large seminar hall equipped with a multimedia projection system and chairs strewn all around. For the interview, Shivam was also supposed to give a presentation on a Marketing Management module that they learned during their PGDM. He spoke for about 10 minutes, covering as many aspects of the subject as he could from a subjective as well as objective point of view. His presentation used Power-point and was visually supported by graphic data-charts, graphs and diagrams. At places, he was difficult to follow because of the unusual accent in which English is spoken by a South Indian. However, the elaborate visual aids helped him put across his points successfully.

During the interview after Shivam’s presentation, the President queried about behavioral traits of both, the presenter and the audience, as also about the overall impact of Shivam’s presentation. There were instances where the knowledge of the company was also checked. The President gave Shivam a lot of insights on the presentation as well as tips about the company and culture. Shivam appreciated the insights.

Answer the following Questions:

(4 x 5 =20)

- a. Does the size of the room affect the quality of a presentation and approach during an interview? If yes or no, Why?
- b. Discuss the benefits of audience analysis during the course of the presentation by the presenter when giving a job interview presentation.
- c. What is your guess on the behavioral traits that the President would have talked about while interviewing Shivam?
- d. Why is it important to have a prior knowledge of the company during an interview or a presentation? How does it help the presenter in making the right impression about his 'home work' on the company he is being interviewed for?