

JAIPURIA INSTITUTE OF MANAGEMENT,

PGDM

3rd Trimester (Batch 2016-18)

END TERM EXAMINATIONS

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.

Q1. While giving a presentation, you realize that the audience is not very responsive. During the tea break, your concern about the audience's disinterest in the presentation gets confirmed when you overhear some participants criticizing your style. You decide to change the strategy to grab the audience attention and make an effective presentation. How would you handle the situation?

(5 Marks)

Q2. "Critical thinking is the ability to think about one's thinking in such a way as 1. To recognize its strengths and weaknesses and, as a result, 2. To recast the thinking in improved form" (Center for Critical Thinking, 1996). Elaborate.

(5 Marks)

Q3. "Personal branding is the practice of people marketing themselves and their careers as brands." Discuss in detail.

(5 Marks)

Q4. If you're going for an interview, what should you consider necessary as far as grooming is concerned?

(5 Marks)

Q. 5. Think of an incident you might have witnessed in the past. Based on the incident, submit an **incident report** to your instructor, presenting facts as objectively as possible. Provide a summary of what happened, a discussion of why it happened, a description of how the situation was handled and a discussion of the problem could be avoided in the future.

(10 Marks)

Q. 6 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.

(10 Marks)