

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA

**PGDM**

2<sup>nd</sup> Trimester (Batch 2017-19)

Re- END TERM EXAMINATION

(January 2-5, 2018)

Course Name	Effective Oral Communication	Course Code	ECOC 201
Max. Time	120 minutes	Max. Marks	40

Instructions: .....

- Do **NOT** write your name anywhere in the answer sheet.
- Use of SMS language is discouraged and will be penalized.
- Attempt all the questions of **Section A & B**.

**SECTION A**

Q1. "Communication barriers can be overcome by reducing hierarchical levels, increasing coordination and encouraging two-way communication." Elucidate your views on the given statement by citing relevant examples. **(4 Marks)**

Q2. Write short notes on the following:

- Proxemics
- Kinesics
- Haptics
- Paralanguage
- Artefacts

**(5x2 marks=10 Marks)**

Q3. One of the key factors in a business presentation is the organization of the content. Discuss the various techniques in which content can be organized. Explain each technique as clearly as possible, citing examples wherever relevant. **(6 Marks)**

**SECTION B**

Q4. Can you rely entirely on your colleague's/ peer's non-verbal cues during your interaction with Him/her? Justify your answer with two relevant examples. **(4 Marks)**

Q5. Discuss what non-verbal cue you are likely to adopt in the situations mentioned below:

- Your employer had told you that your recent vacation request was approved. Two days before your vacation is to begin, you hear that your vacation request is now going to be denied because of a new, large contract taken on by your company that affects the department you

manage. You've already made plans to travel and will lose money if you have to cancel. Your supervisor calls you into his office and is about to tell you that he is going to deny your time off. How would you deal with this situation in an assertive manner?

- b) The new shoes you bought three weeks ago are already starting to fall apart. You take them back to the store from where you had bought them. How would a person with an aggressive response communication style behave? In addition to this, how would a passive person respond?
- c) You are being interviewed for a job in a new field and the director asks, "Why should I hire you when you have no experience?" You give an assertive response.

**(3\*2 marks= 6 Marks)**

**Q 6.** You are just elected to the position of a President in the Student's Excellence Council. The campus presidents represent the institute in a variety of ways, including going to community events, talking to students of other universities and institutes about your own institute and giving tours to campus visitors. Your job is to build the institute spirit of new incoming students between the time they are accepted and when they arrive on campus.

Since you are not given a big promotional budget, you've decided to do this efficiently using technology and the help of a small focus group. With the group's help, you've designed a website with some download "goodies" such as the institute logo for their cell phones, an institute ringtone, computer wallpaper featuring campus photos, animated screensavers with newcomer information tidbits and some mobile video-like games related to campus sports and other activities. You might even want to include downloadable coupons from the stores in the business campus area as well as anything else that might build their goodwill and the institute spirit.

Write a persuasive message to draw these future students to the website and prompt them to download the goodies they want. **(10 Marks)**

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