





12. (a) "Listening is the cornerstone of effective communication". Elucidate.

Or

(b) Why do managers need to develop effective presentation skills? How can they do it?

13. (a) Assume that you attended a meeting of the purchase committee to decide the purchase of an anti-virus software for your company. Write down the minutes with relevant details.

Or

(b) Write a letter of application for the post of Senior Manager (Software Development), to the HR Manager of ABC Company, 25, AOL Avenue, Yahoo City, Google State, India. Add a separate resume to your application.

14. (a) Imagine that you are the country head for Moby Dick Motors, a multinational company with headquarters in the US. You are in charge of setting up the manufacturing plant of Moby small cars at Sriperumpudur. Write a report on the progress of the establishment of the plant to the CEO in New York.

Or

(b) What are the different ways in which paragraphs can be organized in reports?

15. (a) You happen to work for the Great Insurance Corporation of India as a General Manager (Customer Care). You find that many multinational companies are coming up with very attractive insurance schemes. To retain your customers and also to expand your customer base, you have to introduce innovative insurance schemes. Submit a project proposal to the Managing Director of your company with adequate details.

Or

(b) Write a project report on a project you have successfully completed. Give all relevant details.