



THE OPEN UNIVERSITY OF SRI LANKA
MASTER OF BUSINESS ADMINISTRATION IN HUMAN RESOURCE
MANAGEMENT
FINAL EXAMINATION – MAY 2023
HRPA342/MSPA342/ MCP2252–COMMUNICATION AND INTERPERSONAL
SKILLS
DURATION: 03 HOURS

Date: 14th MAY 2023

Time: 1.30 p.m. to 4.30 p.m.

INSTRUCTIONS: Answer Question One(01) and Three(03) Other Questions.

- 1) "I believe that the single most critical element that separates innovation success from failure is communication. After all, sustainable and successful transformation requires us to communicate, communicate, communicate. And then? Communicate some more. When communication is at its best, so is innovation(Goryachev,2022)".Do you Agree with this statement ? Explain (25 Marks)
- 2) Critically evaluate the Importance of the 4 Cs (Communication, collaboration, critical thinking, and creativity) as skills that are needed in order to succeed in today's world for Professionals (25 Marks)
- 3) "Winning over tough crowds" is one of the necessary requirements of persuasive communication. What are your reflections on this comment ? Explain by using examples. (25 Marks)
- 4) 'By using social media for your corporate communications with compelling content, you make them fans of your brand in the same way you intend to do with your consumers (Chambers,2022)"Critically evaluate this statement with any examples . (25 Marks)
- 5) Interpersonal skills are the skills required to effectively communicate, interact, and work with individuals and groups. Explain the importance of Interpersonal Skills for corporate world for better performance (25 Marks)

- All rights reserved-