

**MASTER OF BUSINESS
ADMINISTRATION (RETAIL SERVICES)
(MBARS)**

Term-End Examination

December, 2012

MRS-003 : MANAGERIAL COMMUNICATION

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions.

1. Discuss the system approach to communication. 20
Do communication skills effect business performance ? Illustrate your answer with suitable examples.
2. What are the challenges of using modern 20
technology in the communication process ? How has technology affected managerial performance ?
3. (a) Who is a Kinaesthetic speaker ? Explain in 20
the context of interpersonal communication.
(b) Bring out the essential differences between memo and business letter.
4. (a) Explain the need for managerial 20
communication.
(b) Describe the general principles of effective communication.

5. Multinational markets have made business complex and difficult. Discuss giving comments in favour and against the statement. 20
6. (a) Compose a letter of regret to a bidder who could not be successful dispute the highest bid in the auction ? 20
- (b) Describe the guidelines for making an effective (i) oral (ii) written presentation
7. Draft the Agenda of the Annual General Meeting of a company. Also prepare the minutes of the general meeting. You can make necessary assumptions for the purpose of developing minutes. 20
8. Kim is a valued customer of your company. One of the credit purchases made by Kim is pending payment for the last two years. Without annoying him, write a letter persuading Kim is settle the outstanding dues. 20
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