

**MASTER OF BUSINESS ADMINISTRATION**

**(RETAIL SERVICES) (MBARS)**

**Term-End Examination**

**December, 2014**

**00895**

**MRS-003 : MANAGERIAL COMMUNICATION**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : Answer any **five** questions. All questions carry equal marks.*

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1. Briefly describe the semantic barriers of communication. Enumerate the effective group communication styles for teams of an organization. 10+10=20
2. What is a business letter ? Explain its functions and importance in your current role as a manager of an organization of your choice. 5+15=20
3. Describe various types of reports. Explain their structure. Explain the importance of summary in a report. 10+5+5=20
4. How can listening be made more effective ? Explain the statement "Listening is an important skill to be sharpened for running a business successfully." 20

5. Explain the statement "Business letters form a vital link for any business communication, irrespective of its size and structure." 20
6. Draft a letter to invite quotations for disposal of old books, unused office stationery and newspapers. 20
7. Draft a covering letter for a job application in an organization of your choice. Explain to them why you should be their best-fit candidate. 20
8. Write short notes on the following : 4×5=20
- (a) Verbal and Non-verbal Communication Styles
  - (b) Hearing and Listening
  - (c) Rumour and Grapevine
  - (d) Solicited and Unsolicited enquiries
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