

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

Term-End Examination

December, 2015

MRS-003 : MANAGERIAL COMMUNICATION

Time : 3 hours

Maximum Marks : 100

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

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1. Successful businesses depend on effective communicators; therefore organizations need to hire people with good communication skills and styles. Justify this statement with examples. 20
 2. Write short notes on the following : 4×5
 - (a) Human Interaction Analysis
 - (b) Exchange Theory for understanding interpersonal relationships
 - (c) Emotional Intelligence
 - (d) Non-Verbal Communication
 3. Explain how business processes are enhanced through the use of electronic media. Explain with examples by comparing it with print media communication. 10+10

4. Write short notes on the following : 4×5
- (a) Johari Window
 - (b) Communication Barriers
 - (c) Gateways in Communication
 - (d) Intrapersonal Communication
5. Differentiate between the following : 4×5
- (a) An Abstract and A Summary
 - (b) Memo and Notice
 - (c) Upward and Downward Communication
 - (d) Listening and Hearing
6. How would you prepare a detailed notification for an upcoming major marketing/promotional event for the employees of your organization ? 20
7. You have been asked to send the minutes of a meeting through email to all the members of the committee. How would you prepare the email for communicating ? 20
8. Our communication skills and styles govern to a great extent the quality of life we lead. Explain this with examples. 20
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