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

**Term-End Examination**

**June, 2012**

**MRS-003 : MANAGERIAL COMMUNICATION**

*Time : 3 hours*

*Maximum Marks : 100*

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*Note : Attempt any five questions.*

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1. What is grapevine communication ? How does grapevine communication operate in an organization ? In what ways, the harmful effects of grapevine communication can be controlled ? 5,8,7
2. Describe the advantages of forming committees. Also specify their limitations, for what reasons large sized committees are considered inappropriate ? 6,6,8
3. Describe the various barriers to effective organizational communication. Suggest ways to overcome the various barriers. 12,8
4. (a) What is agenda ? How does agenda help in regulating the proceedings of a meeting ? 4,8,8  
(b) Discuss the utility of feed back in an organisation.

5. Draft the minutes of a Board meeting at which the following four items were taken up : 5,5,5,5
- (a) approval of company seal
  - (b) making the allotment of 500 equity shares
  - (c) appointment of the company secretary
  - (d) declaration of bonus to company employee.
- You may presume the necessary facts for the purpose of preparation of minutes.
6. (a) How does internet help in the making of personal communication ? Specify the various uses of internet. 10,10
- (b) 'Group decision making paves the way for successful organisation.' Substantiate the statement with suitable example.
7. (a) Compare and contrast the utility of written and oral communication. 10,10
- (b) Why do business men prefer to use a combination of various media of communication ?
8. (a) Describe the various stages in the process of communication. 10,10
- (b) How does empathy contribute to effective communication ?
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