

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

**Term-End Examination
June, 2013**

MRS-003 : MANAGERIAL COMMUNICATION

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions.

1. Prepare a report on the feasibility of providing free laptops to managers of the company. Also distinguish between a report and a summary. 20
2. (a) What are the objects of a meeting ? How can a productive meeting be ensured ? 20
(b) While preparing for a meeting what specific matters must be kept in mind ?
3. Describe the characteristics of a good speech. What points must be kept in mind while preparing the draft of a speech ? 20
4. How has technology impacted the managerial communication ? In this context describe the significance of audio-visual media. 20

5. At times non-verbal communication has greater significance than verbal communication. Describe with the help of suitable examples highlighting the principles of non-verbal communication. 20
6. (a) Distinguish between routine and special reports. 20
(b) What are the uses of diagrams and charts in a report ?
(c) Explain the qualities of a good report.
7. Discuss the importance of listening in a business setting by illustrating with suitable examples. Highlight the difference between effective and ineffective listening with special focus on empathetic listening. 20
8. Describe the important steps involved in the making of effective business presentation. How far is it important to feel confident while making oral presentation ? 20
-