

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

Term-End Examination

June, 2015

00221

MRS-003 : MANAGERIAL COMMUNICATION

Time : 3 hours

Maximum Marks : 100

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

1. "For productive Business Meetings, listening and non-verbal communication skills are the key attributes." Explain with appropriate examples. 10+10
2. Explain the concept and quadrants of Johari Window. How would you use Johari Window in your organization for effective communication ? Explain with examples. 10+10
3. Define Memos, Letters, Reports, Presentations and Proposals with adequate examples. 5×4
4. Explain the difference between Verbal and Non-Verbal communication skills. Give suitable examples. 10+10

5. Explain with a diagram, the process of effective communication. Describe the various communication skills and business etiquette expected by today's employers at the workplace. 10+10
6. Explain how an organization deals with cross-cultural diversity while engaging with a global business workforce. Give suitable examples. 20
7. Write short notes on the following : 5×4
- (a) Ethical and Non-Ethical Communication
 - (b) Transaction Analysis
 - (c) Equalitarian Communication Style
 - (d) Interpersonal Skills
 - (e) Effective Team Management Skills
8. Attempt any *four* from the following : 4×5
- (a) You have placed an order for supply of 1000 pieces of high fashion garment from an international supplier. Due to delay in the shipment you would like to cancel the order. What kind of message would you send to the supplier through e-mail and Fax, separately ?
 - (b) Send a Memo to your team informing them of a major change in the recruitment policy.

- (c) Prepare a brief business proposal for a fitness club in your locality.
 - (d) Prepare a brief Agenda to discuss various employee welfare activities in your organization.
 - (e) Prepare a presentation to showcase your sales achievements while promoting the latest kitchen appliance of your company.
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