

00148

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

**Term-End Examination
December, 2010**

MRS-003 : MANAGERIAL COMMUNICATION

Time : 3 hours

Maximum Marks : 100

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

1. What do you understand by 'communication' ? 20
Why is it necessary for an organization ? Explain with the help of suitable examples.

2. Distinguish between : 20
 - (a) Written and oral communication
 - (b) Formal and Informal communication

3. What are the possible barriers, which influence 20
communication in an organization ? Explain.

4. Briefly discuss various types of communication 20
styles giving examples.

5. Write short notes on : 2x10=20
(a) Johari Window
(b) Transactional Analysis
6. Suppose you are asked to prepare a report of an ongoing project. What heads will you use while preparing the report ? Explain with the help of an illustration. 20
7. 'Technology plays an important role in communication'. Elaborate the statement keeping in mind the use of Information, Communication and Technology (ICT) in the corporate world. 20
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