

**MASTER OF BUSINESS ADMINISTRATION  
(AVIATION BUSINESS MANAGEMENT)  
(MBAAVBM)**

**Term-End Examination**

**December, 2011**

**MAV-002 : MANAGERIAL COMMUNICATION**

*Time : 3 hours*

*Maximum Marks : 100*

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**Note :** *Answer any three questions from Section-A.  
Section-B is compulsory. All questions carry equal  
marks.*

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**SECTION-A**

1. Why is it necessary to have an effective communication in an organization ? Discuss. 20
2. Explain the concept of computer based communication giving illustrations. 20
3. Discuss various types of nonverbal communication. Support your answer with examples. 20
4. Critically discuss the role of eye contact, gestures and postures in a communication process. 20
5. Differentiate between an Upward and a Downward communication. Is there a relationship between the two ? Justify. 20

## SECTION-B

6. Assume you are working in an organization, which is planning to draft a tender inviting quotations for installing a new machine in its manufacturing unit. Draft a tender keeping in mind the requirement of the organization. 20
7. Write short notes on *any two* : 10x2=20
- (a) Hacking
  - (b) Confidential reports
  - (c) Memos
  - (d) Intercultural communication
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