

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

Term-End Examination

December, 2011

MRS-003 : MANAGERIAL COMMUNICATION

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions.

1. Distinguish between formal and informal channels of communication, why is it necessary for an organisation to use informal channels of communication ? 12,8

2. Prepare a report for submission to the Board of Directors of your company regarding the results of a market survey indicating the market potential of an electronic equipment. 20

3. (a) How is the meeting of a company different from a conference ? 10,10
(b) What are the advantages of holding conferences.

4. Describe the general principles of effective communication. Also explain the role of modern technology in communication. 20

 5. Discuss the changes brought about in the field of communication by newly introduced electronic devices. Identify the utility of various types of electronic devices. 20

 6. In your capacity as the manager of a publishing company, write a letter to a customer who has placed an order for certain number of books that the supplies would be made as per the indicated schedule except for a few titles which are not available. 20

 7. Describe the role of paralinguistic elements in a presentation. How would you plan for effective presentation ? 10,10

 8. Why do business people consider it necessary to use a combination of various media of communication ? Give reasons in support of your answer. 20
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