

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

Term-End Examination

June, '2011

MRS-003 : MANAGERIAL COMMUNICATION

Time : 3 hours

Maximum Marks : 100

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

1. What are the objectives of organizational communication system ? Is it necessary for an organization to have an effective communication system ? Justify. **20**
2. How does an audio-visual mode of communication works ? Explain giving examples. **20**
3. Explain the concept and importance of interpersonal communication. **20**
4. Differentiate between external and organizational barriers giving example. **20**

5. Write short notes on : 2x10=20
- (a) Exchange Theory
 - (b) Johari Window
6. Suppose you are working as an executive in a manufacturing unit. You are asked to present a report on a new product, which the company is planning to manufacture. What in your opinion will be the presentation skills you must possess to make the presentation ? 20
7. Explain the dynamics of group communication in brief. 20
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