

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

Term-End Examination

December, 2013

MRS-003 : MANAGERIAL COMMUNICATION

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions. All questions carry equal marks. Be precise and to the point in legible hand writing.

1. Describe effective communication styles for team or group communication. 20
2. Explain the effectiveness of networking as a communication tool for any business organization. 20
3. Define the following : 20
 - (a) Body language
 - (b) ISDN, WWW
 - (c) Memorandum
 - (d) Tender Document
4. You are the CFO of a pharmaceutical company. How would you present the performance of your various divisions for the past fiscal year during the annual share holder's meeting ? Explain the strategy, structure content and communication tools used in your presentation. 5+5+5+5=20

5. Differentiate between : 20
- (a) Non verbal and Verbal communication
 - (b) Advicing and Counselling
 - (c) Rumour and Grapewine
 - (d) Hearing and Listening
6. Use the following similar sounding words to make appropriate sentences. 20
- (a) Eligible, Illegible.
 - (b) Beside, Besides.
 - (c) Device, Devise.
 - (d) Affect, Effect.
7. Under what circumstances will you conduct the following : 20
- (a) Debate
 - (b) Seminar
 - (c) Meetings
 - (d) Discussion
 - (e) Extended Formal Reporting
 - (f) Short Informal Reporting
8. You have been appointed as a Research Assistant to the CEO of a company of your choice. Your first assignment is to survey the company's major competetors. How will you conduct the market survey ? How will you prepare a presentation for your boss to be submitted to the top management ?

10+10=20
