

00253

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

Term-End Examination

June, 2012

MAV-002 : MANAGERIAL COMMUNICATION

Time : 3 hours

Maximum Marks : 100

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- Note :**
- (i) *There are two sections A and B.*
 - (ii) *Attempt any four questions from section-A. All questions carry 20 marks each.*
 - (iii) *Section-B is compulsory and carries 20 marks.*
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SECTION-A

1. What is the role, purpose and scope of Business Communication ? Discuss the Barriers to effective Communication. **20**
2. Differentiate formal and informal communication. What are the merits and limitations of informal communication ? **20**
3. What are the principles of effective communication ? Discuss the impact of Information Technology (IT) on communication. **20**

4. Discuss the importance of oral communication. 20
Explain the steps needed to structure oral communication.
5. What are the components of a business proposal ? Explain with the help of an example. 20
6. Write short notes on *any three* : 20
- (a) Interpersonal communication
 - (b) Body language in communication
 - (c) Visual Aids in communication
 - (d) Cross - Cultural barriers in communication
 - (e) Communication models

SECTION-B

7. Analyse the following case and attempt the questions given at the end. 20

Mr. Kiran, the HR Manager, was a very impatient person. He liked to talk more and listen very less. There, were several complaints regarding Kiran's impatient behaviour. How ever Mr. Prem, the office secretary was a sincere and dedicated person. He was always punctual and used to complete his job with utmost sincerity. He was very humble and obedient. He also had a very good relationship with his colleagues.

Recently Mr. Prem. was facing certain family problems and he had to take frequent leave. He couldnot concentrate on his job and made frequent mistakes even in his paper work.

Mr. Kiran, the HR Manager called him to his office and enquired the reason for his absence and delay in work. Mr. Prem tried to explain the situation, but Mr. Kiran did not give a supportive ear to listen to his problems. He scolded him, snubbed him and directed him to be regular in his work.

The family problem faced by Mr. Prem was affecting his work as well as his health. He was helpless. He could not share his problem with anyone. He continued to be irregular in his work.

Mr. Kiran called Prem after few days to his office and once again asked the reason for his irregularity. This time Mr. Prem did not reply. He was silent to the questions of Mr. Kiran. Finally Mr. Kiran asked Prem whether he wanted to continue his job or not ? Mr. Prem did not reply. He quietly came out of the office and submitted his resignation letter.

Answer the following questions :

- (a) How did the company lose an efficient person like Mr. Prem ?
 - (b) Why was Mr. Prem silent when Mr. Kiran enquired the second time ?
 - (c) Does the silence of Mr. Prem communicate anything ?
 - (d) What skill is lacking in Mr. Kiran ?
 - (e) What is the importance of listening ? Could good listening play a role in saving the job of Mr. Prem ?
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