

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

Term-End Examination

June, 2011

MAV-002 : MANAGERIAL COMMUNICATION

Time : 3 hours

Maximum Marks : 100

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

SECTION - A

1. Discuss in brief the process of managerial communication. 20
2. How is an information processed ? Explain with the help of an illustration. 20
3. List out the various communication process models. Explain any two. 20
4. Differentiate between oral and written communication. Explain with the help of examples. 20

5. Write short notes on *any two*. 20
- (a) Interviews
 - (b) Conversations
 - (c) Semantic barriers
 - (d) Grapevine communication
6. What is the role of body language in communication ? Explain in terms of facial expressions. 20

SECTION - B

7. Suppose you are required to design a business letter informing the suppliers about the terms and conditions of the organization. What steps will you consider while writing the letter ? Explain with the help of a hypothetical illustration. 20
8. Discuss the impact of Internet on the corporate communication. 20
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