

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

Term-End Examination

June, 2012

**MRS-008 : SOFT SKILLS : LANGUAGE
PROFICIENCY AND COMMUNICATION**

Time : 2 hours

Maximum Marks : 50

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

1. Conciseness and courtesy are in business letter writing as important as clarity and correctness. Discuss with the help of suitable example. 10
2. What do you mean by oral communication ? Discuss the various factors that are important for developing effective oral communication skill. 10
3. (a) Explain the importance of listening in effective communication. 5
(b) Describe Maslow's theory of motivation. 5
4. What is the difference between an abstract and a summary ? In what circumstances should both be given in a report ? 10

5. Briefly comment on the following :
- (a) A paragraph is a group of sentences related to one core idea. 5
 - (b) Note - making is a process of jotting down important points. 5
6. Imagine that you are a secretary of the student union of your institution. Write a notice, giving the agenda of the first meeting of the General Body, convened to elect the office bearers. The notice should contain the dates of nominations and withdrawals, the time and date of election and place where it will be held. 10
7. Distinguish between the following : 5x2=10
- (a) Open Punctuation And Closed Punctuation.
 - (b) Writing and Speaking.
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