

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

**Term-End Examination**

**June, 2015**

00481

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

*Time : 2 hours*

*Maximum Marks : 50*

---

*Note : Answer any **five** questions. All questions carry equal marks. Be to the point and write in legible handwriting.*

---

1. Explain the statement "Listen not only with your ears but also with your eyes." 10
  
2. Do you agree that business letters form a vital link between a customer and an organisation ? Explain with examples. 10
  
3. Differentiate between organisational barriers to communication and psychological barriers to communication. 10

4. A customer has failed to pay his last two bills. You had written two letters but received no reply. On returning from the hospital the customer writes to you to grant extension for payment on health grounds as well as impeccable past record. Write a suitable reply to this customer granting extension of time. 10
  
  5. Define 'Memorandum'. How are office memorandum and office circulars similar to and different from each other ? 2+4+4
  
  6. How are Extended Format Reports different from Short Informal Reports ? 10
  
  7. As an HR Manager, what points will you consider while drafting a confirmation letter for promotion of your Supervisor ? 10
  
  8. Describe the essentials of advising and counselling. 10
-