

00502

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

Term-End Examination

December, 2010

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

Time : 3 hours

Maximum Marks : 100

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

1. Your consignment of handicrafts to New York has been damaged during a voyage. Submit a claim for compensation from the insurance company stating all the necessary facts, with the help of imaginary figures. **20**

2. What is annual report of a company ? What are the broad contents of annual report ? How would you summarise it ? **20**

3. Write short notes on the following : **5x4=20**
 - (a) Creative Thinking
 - (b) Precis writing
 - (c) Sales talk
 - (d) Prioritising

4. Distinguish between the following : **10x2=20**
- (a) Interpersonal communication and intrapersonal communication
 - (b) Formal channel of communication and informal channel of communication
5. (a) Explain the elements of good communication. **10**
- (b) How would you overcome the communication barriers ? **10**
6. "It is easy to conceive but hard to deliver". **20**
Comment upon this. In the light of this, discuss the elements of a good and effective speech.
7. How would you strategise for an effective presentation ? Explain the supporting materials to be used in an effective presentation. **20**
8. (a) What are the various parts of a business letter ? **10**
- (b) On behalf of the Manager, draft an enquiry letter to xyz company which is a cloth store. **10**
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