

00648

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

Term-End Examination

December, 2011

**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. Why is communication with employee's families and employee's union important in an organisation ? Discuss the role of unions in communications. 10
2. What do you mean by effective listening ? Differentiate between hearing and listening. 10
3. Explain the following : 5x2=10
 - (a) Optimal frequency of communication in an organisation.
 - (b) Logical Approach to effective speaking.
4. Draft a letter to the manager of XYZ Co. Ltd. asking about the delay in the receipt of goods ordered, delivery of which was expected 15 days ago. 10

5. Briefly comment : 5x2=10
- (a) Term 'conclusion' is generally used to describe remarks.
 - (b) Buying on credit has become a way of life in modern trade.
6. As the Manager of a 'Shopper-stop' a retail store 10
you have received from one of your customer a letter complaining of incivility and inattention when he visited your store. Draft a reply expressing regret and promising full investigation.
7. Distinguish between the following : 5x2=10
- (a) Synonyms and Antonyms.
 - (b) Creative thinking and Creative writing.
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