

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

Term-End Examination

December, 2013

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

Time : 3 hours

Maximum Marks : 100

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

1. In what ways in group discussion different from other discussions groups such as meeting, symposium, seminar, etc. 20
2. What is meant by communication barrier ? How and why do they occur ? 20
3. (a) A business letter acts as a relationship manager of an organization. Comment. 10
(b) What are the essentials of a business letter ? 10
4. List the points that should be borne in mind for using visual-aids in an oral presentation. 20
5. Briefly comment on the following :
(a) It is a business courtesy and good business practice to contact a customer some time. 10
(b) A notice is an informal written document. 10

6. Distinguish between the following :
- (a) Good and Bad letter 10
 - (b) Orders and Replies 10
7. Write short notes on the following :
- (a) Effective reading 10
 - (b) Quotations 10
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