

00410

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

**Term-End Examination**

**December, 2013**

**MRS-023 : SOFT SKILLS (INTERPERSONAL  
RELATIONS AND PRESENTATIONS)**

*Time : 2 hours*

*Maximum Marks : 50*

*Note : Attempt five questions in all. All questions carry equal marks.*

1. Do you think 'soft skills' are just as important in the professional world as 'hard skills' ? Elaborate and illustrate your answer. **5+5**
2. What do you understand by the term 'emotional intelligence' ? How does it contribute to the effectiveness of inter-personal skills ? **5+5**
3. Discuss the role and importance of career planning. Explain this in the context for a fresh school pass out. **5+5**
4. What is the importance of culture and gender sensitivity in communication ? Explain with examples. **5+5**
5. How does thorough preparation and grooming affect a presentation ? **10**

6. Discuss the role of motivation in the success of an individual for a corporate role. **10**
  7. If not properly managed, stress can lead to severe personal and professional problems. Do you agree ? Give reasons. **10**
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