

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

Term-End Examination

June, 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. Can listening as a skill be taught ? What techniques and materials would you suggest for the purpose ? 20
2. Discuss the points that the group as a whole should bear in mind for the smooth and goal-oriented flow of communication. 20
3. Explain briefly the concept of reading rate, comprehension, efficiency and retentions. 20
4. (a) State the guidelines for effective public speaking. 10
(b) How should a speaker handle questions from an audience ? 10

5. "Every business letter, in principle, is a sales letter". Discuss the qualities of the sales letter in the light of this statement. 20
6. Briefly comment on the following :
- (a) In a face-to-face interaction a person does not communicate only through words. 10
 - (b) Prices and terms are settled by a quotation and discussion, and samples are approved. 10
7. Distinguish between the following :
- (a) Notices and Memo 10
 - (b) Group discussion and interview 10
8. Write short notes on the following :
- (a) Specimen Report 10
 - (b) Final Draft 10
-