

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

**Term-End Examination**

**June, 2011**

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

*Time : 3 hours*

*Maximum Marks : 100*

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

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1. What is a complaint letter ? What points should be taken into consideration before writing a complaint letter ? 20
2. Differentiate between the official letters and commercial letters. Explain the features of an official letter. 20
3. (a) Describe the main contents of minutes of a meeting. 10  
(b) Distinguish between minutes and reports. 10
4. Write short notes on the following : 5x4=20
  - (a) Seminars
  - (b) Circular
  - (c) Goal setting
  - (d) Time management

5. (a) Draft an order subsequent to your telephonic conversation with a cosmetics items supplier for despatch of the products. 10
- (b) What important points must be included in an order and reply to an order ? 10
6. How would you plan and deliver motivational speeches ? Draft a motivational speech. 20
7. What are the requirements for an effective presentation ? Describe the factors that affect the effectiveness of the presentation. 20
8. What is a business letter ? Describe various methods of writing a business letter, with a special focus on Semi-Block or Mixed method. 20
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