

**Exam Code:1301**

**Sub. Code: 9501**

**B.Voc.(Retail Management)**

**First Semester**

**GEN-101: Communication Skills**

**Time allowed: 3 Hours**

**Max. Marks:80**

**NOTE: Attempt five questions in all, including Question Number 1 which is compulsory and selecting one question from each Unit**

*x-x-x*

I. Attempt any four of the following short questions in 50-60 words each: -

- a) Audio Visual Aids
- b) How to build Self Confidence?
- c) Objectives of communication
- d) Telephone etiquettes
- e) Characteristics of Report Writing
- f) Use of language and communication.

(4X4)

**UNIT-I**

- II. Discuss in detail the various types of communication. Elaborate grapevine communication in detail. (16)
- III. Discuss in detail the various barriers involved in smooth flow of communication. Suggest some measures to overcome these barriers. (16)

**UNIT-II**

- IV. What is Non-verbal Communication? Discuss the role of gestures, facial expressions and personal appearance in communication. (16)
- V. What are the different types of interviews? What are Do's and Don'ts required while appearing in a Personal Interview? (16)

**UNIT-III**

- VI. Discuss SWOT Analysis. How does it play an effective role in progress of a company?
- VII. What are the tips for perfecting email etiquettes?

P.T.O.

(2)

**UNIT-IV**

- VIII. What are Business Reports? What are the salient features of a Business Reports? Explain the types of Business Reports.
- IX. Explain in detail Sales Letter, Adjustment Letter and Social Correspondence.

*x-x-x*