

Exam Code:1302

Sub. Code: 9203

B.Voc.(Retail Management)

Second Semester

RSC-203: Organizational Communication in Retail

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: -

- a) Different documents/reports that you are required to keep.
- b) Different terminology used in communication medium.
- c) Roles and Functions of stakeholders.
- d) What kind of problems one can face while communication equipment?
- e) Joint working is tough. Explain
- f) Using and reading body language effectively

(4X4)

UNIT-I

II. How do you understand organization's procedures and policies for preparing and passing on written information? (16)

III. Written information is best transferred using what kind of tools of communication? (16)

UNIT-II

IV. Are there any limits on authority and responsibility of personnel for passing the information? (16)

V. What type of policies need to be followed for using communication systems? (16)

UNIT-III

VI. How can one clarify doubts if someone in the organization is doubting your work? (16) P.T.O

(2)

- VII. What technique should be used to understand what your customers are trying to say?
(16)

UNIT-IV

- VIII. What are the principles and benefits of Joint Working between different stakeholders?
What are the factors likely to hinder joint working?

(16)

- IX. Explain the correlation between methods of communication and decision making process.

(16)

x-x-x