

2022
B. Voc. (Retail Management)
First Semester
GEN-101: Communication Skills
(Common)

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt five questions in all, including Question No. 1 which is compulsory and selecting one question from each Unit. Attempt all part of a question together.

x-x-x

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

- a) Sales Letters.
- b) Building Self-Confidence
- c) Audio-Visual Aids
- d) Need for effective communication
- e) Inviting Quotations
- f) Use of Language in Communication

(4x4)

UNIT – I

II. What is communication? Discuss the role and need of effective communication for decision making? (16)

III. Write down in your own words, elements involved in the process of communication. How these elements are important in the smooth flow of communication? (16)

UNIT – II

IV. a) What is body language? How does it play an important role in communication?
b) Discuss in detail the importance of feedback for effective communication. (2x8)

V. a) What are the Do's and Don'ts required while appearing in personal interview?
b) Discuss in detail, guidelines required for delivering a public speech. (2x8)

UNIT – III

VI. a) Discuss SWOT analysis. How does it effectively play a role in progress of a company?

b) What kind of etiquettes are required while receiving a Telephone Call. (2x8)

P.T.O.

(2)

- VII. a) Discuss in detail, how does communication leads to self-management.
b) "Effective listening leads to effective communication". Elaborate the statement.
(2x8)

UNIT – IV

- VIII. a) Discuss in detail, various characteristics of Report Writing.
b) Explain various purposes and uses of Business Correspondence. (2x8)
- IX. a) Elaborate in detail, claim adjustment Letters and their importance.
b) What procedure/steps are involved in inviting tenders. Discuss in detail, benefits of inviting tenders. (2x8)

X-X-X