

1129

B. Voc. (Retail Management)

First Semester

GEN-101: Communication Skills

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt all questions.

x-x-x

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

- a) Positive attitude formation.
- b) Benefits of inviting Quotations.
- c) Use of language in communication.
- d) Factors affecting presentation.
- e) Telephone etiquettes

(4x4)

UNIT – I

- II. Discuss in detail various types of communication. Elaborate grapevine communication in detail. (16)
- III. What is communication? Discuss in detail various communication networks. (16)

UNIT – II

- IV. a) What is the importance of feedback for effective communication?
b) What are the Do's and Don'ts required while appearing in personal interview? (2x8)
- V. a) What is Body Language? How does it play an important role in Communication?
b) How non-verbal communication is different from verbal communication? (2x8)

UNIT – III

- VI. a) Discuss the role of listening and responding in effective flow of communication?
b) Differentiate between self-image and self-esteem in detail. (2x8)
- VII. a) Discuss SWOT analysis? How does it play an effective role in progress of a company?
b) Discuss how communication leads to self management? (2x8)

P.T.O.

(2)

UNIT – IV

- VIII. a) What are the objectives and purposes while writing a sales letter.
b) What are the steps involved in process of writing reports? (2x8)
- IX. a) Explain various purposes and uses of Business correspondence.
b) What points should be taken into consideration while writing a complaint letter? (2x8)

x-x-x