

1128

B.Voc. (Retail Management), 1st Semester

GEN-101: Communication Skills

(Common)

Time allowed: 3 Hours

Max. Marks: 80

Note: All questions are compulsory. Attempt all parts of question together.

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UNIT – II. 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) Various channels of Communication.
- e) What are Claims and Adjustments Letters?
- f) Characteristics of Report Writing.

(4 × 4)

UNIT – II

II. Discuss in detail various barriers involved in smooth flow of communication. Suggest some measures to overcome these barriers. (16)

III. Discuss in detail various Levels / Types of communication. Elaborate Grapevine Communication in detail. (16)

UNIT – III

IV. a) What are the Do's and Don'ts required while appearing in a Personal Interview.

b) Discuss in detail various factors affecting presentation. (8,8)

V. a) What is Non-verbal Communication? Discuss role of Gestures, Facial expressions and Personal appearance in communication?

b) Discuss the importance of Feedback for effective communication. (8,8)

UNIT – IV

VI. a) What kind of etiquettes are required while placing a call on Telephone?

b) Discuss SWOT analysis. How does it play an effective role in progress of a company? (8,8)

VII. a) Discuss the role of Listening and Responding in effective flow of communication.

b) How will you differentiate between self image and self esteem? (8,8)

UNIT – V

VIII. a) What are the steps involved in the process of writing a report? Elaborate.

b) Discuss in detail benefits of inviting quotations. (8,8)

IX. a) Write in detail importance of Business Correspondence.

b) What are the objectives and purposes of writing Sales Letter? (8,8)

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