

1059

**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 No. I which is compulsory and selecting one question from each Unit.

x-x-x

I. Answer any four of the following:-

- a) How one's body language may affect listeners' understanding?
- b) What kind of problems one can face while using communication equipment?
- c) Joint working is tough. Explain?
- d) How can we ensure the information to be disbursed is correct and current?
- e) Give a note on different terminologies used in communication medium?
- f) Briefly explain terminology used in communication mediums. (4x4)

UNIT – I

- II. Written information is best transferred using what kind of tools of communication? (16)
- III. What are the different reports that are required to be kept in an organization? (16)

UNIT – II

- IV. Are there any limits on authority & responsibilities 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 organization is doubting your work? (16)
- VII. What technique should be used to understand what your customers are trying to say? (16)

UNIT – IV

- VIII. Joint working is governed by what type of legislations and policies? (16)
- IX. Explain the co relation between methods of communication and decision making process? (16)

x-x-x