

1127

B. Voc. (Retail Management)

First Semester

GFC-101: Communication Skills (OLD)

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt five questions in all, including Question No. 1 which is compulsory and selecting two questions from each Unit.

x-x-x

I. Attempt any four questions from the following:-

- a) Describe the Psychological barriers in communication, giving clear examples.
- b) Why is communication important in an organization?
- c) Define communication.
- d) Define bibliography.
- e) What is a memo?
- f) Bring out the difference between a quotation and a tender. (4x5)

UNIT – I

- II. Define effective communication and describe its process. (15)
- III. Describe the nature and types of non-verbal communication. (15)
- IV. You are the Head of a Department in a college. Student leaders in the college have been violating many rules of conduct. Write a memo to all student leaders, reminding them of the importance of their good conduct. (15)
- V. Describe *-the* communication problems that can trouble an organization. (15)

UNIT – II

- VI. Describe the methodology for writing a business report. (15)
- VII. As the manager of a small book shop you recently conducted a survey on the reading habits of Undergraduate students. Write a business report to explain the process and present the results. (15)

P.T.O.

(2)

- VIII. Write a technical report for a survey that you had conducted for understanding the food requirements of young men and girls living in the Hostels of Panjab University.
- IX. Write a sales letter to young couples. Offering to furnish their homes at fifty percent of the market rate.
- X. Draw out the importance of writing drafts while writing any business correspondence.
- XI. Describe the features of the process of inviting quotations.

x-x-x

UNIT - I

(12)

(12)

(12)

(12)

UNIT - II

(12)

(12)