

1057

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. Short answer type questions:

- a) Role of communication equipment in organizational communication.
- b) Terminology used in communication mediums.
- c) How to clarify something about work or ask questions in organization?
- d) What are the factors affecting joint working? (4x4)

**UNIT – I**

- II. Explain the role of organization's procedures and policies in organizational communication. (16)
- III. Explain the various documents and report formats required in communication and how to make sure that information is correct and current? (16)

**UNIT – II**

- IV. Explain the role of authority and responsibility in passing on information with organization. (16)
- V. What are the regulations and policies followed by organizations while using communications systems? (16)

**UNIT – III**

- VI. What is the difference between hearing and listening? How to use body language effectively in organizational communication? (16)
- VII. Discuss the importance of team work and suggest the ways of working efficiently in a team. (16)

**UNIT – IV**

- VIII. What do you mean by joint working? What are the principles and benefits of joint working between different stakeholders? (16)
- IX. Explain the role and functions of stakeholders with their broad structures. (16)

x-x-x