

2053

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. 1 which is compulsory and selecting one question from each Unit.

x-x-x

- I. Write short note on the following:-
- (a) Types of Reports.
 - (b) Writing without hurting.
 - (c) Difference between hearing and listening.
 - (d) Factors likely to hinder joint working.

(4x4)

UNIT - I

- II. Describe various types of information. Explain its relevance in organisational communication. (16)
- III. How will you ensure that communication equipment is working properly? What will you do if it is not working properly? (16)

UNIT - II

- IV. What types of regulations should be imposed on employees for using communication systems for their personal use? (16)
- V. List out some appropriate areas for top management communication. What to do if there are problems in using communication equipment. (16)

UNIT - III

- VI. Discuss various dimensions of an organisational body language. (16)
- VII. What are the key points that you should remember when you
- a) Are asking questions about your work
 - b) Need to clarify something?

UNIT - IV

- VIII. 'Communication cuts across all functional areas.' Discuss with reference to structure. (16)
- IX. Briefly mention the various stakeholders and sections of people to be addressed in any business? (16)

x-x-x