

2054

**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) Explain the different documents / reports formats which are required to be kept for organizational communication.  
What steps must be taken to make sure the information to be passed is correct and current.
- b) What are the limits of authority and responsibility for passing on information.
- c) Mention the terminology used in communication mediums.
- d) How will you get clarity over various queries regarding your work?
- e) Explain the role and functions of stakeholders in joint working.
- f) What are the factors that hinder joint working. (4x4)

**UNIT - I**

- II. Write in detail the organization's procedures and policies for preparing and passing on written information. (16)
- III. What are the steps to make sure that organization's communication equipments are working properly? Mention the steps to be taken if the equipment is not working properly? (16)

**UNIT - II**

- IV. What are the regulations and policies that should be followed for using communications systems, including for private use. (16)
- V. What are the steps to be taken if there are problems in using communication equipment. (16)

**UNIT - III**

- VI. What are the various methods of talking and working with others to work efficiently. (16)
- VII. Explain various techniques used in reading the body language effectively. (16)

**UNIT - IV**

- VIII. Explain in detail the relevant legislations, organizational policies and procedures that apply to joint workings. (16)
- IX. What are the principles and benefits of joint working between different stakeholders. (16)

**x-x-x**