

B. Voc. (Retail Management)
First Semester
GEN- 101: Communication Skills
(Common for all B.Voc)

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

1. Attempt any four of the following in about 50- 60 words each:

- a) Positive attitude formation
- b) Group Discussion
- c) Telephone etiquettes
- d) Use of language in communication
- e) Importance of listening and responding
- f) Noise

(4x4)

UNIT I

II. Define communication. Elaborate its process and levels of communication. Why there is need for an effective communication? (16)

III. What is miscommunication? Explain the types of barriers along with the overcoming measures. (16)

UNIT II

IV. Describe verbal communication. Discuss the significance of group discussion, presentation skill and audio-visual aids in verbal communication. (16)

- V. a) Describe the important elements of Non-Verbal communication.
- b) What is a PowerPoint presentation? How to make an effective PowerPoint presentation? (8+8)

UNIT III

VI. Explain SWOT analysis. Elaborate the elements of personal SWOT analysis. (16)

VII. a) Explain the factors impacting swot analysis. How can it help in the progress of an organization/ company?

b) What is self-image and self-esteem? What is the importance of etiquettes in social as well as office atmosphere? (8+8)

UNIT IV

VIII. What is a report? Discuss the types of reports and its essential features. (16)

- IX. a) What are the objectives and purposes of claim & adjustment letters?
- b) What is business correspondence? What is its main objective? Explain with examples. (8+8)