

2072

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. Answer the following questions in brief:-

- Enumerate the list of reports that are required by the top management to understand the output of the organization on daily basis.
- Enlist the prime features of authority-responsibility matrix in an organization.
- Discuss in brief, the terminology used in the communication mediums.
- What are the channels of communication in an organization?
- What is the importance of summarizing in communication process?
- Define joint working.
- What are the methods of communication that are used for joint working
- How can communication ensure efficient working? (8x2)

UNIT - I

II. Explain the procedure of flow of communication in an organization. How can it be made efficient? (16)

III. What is the procedure followed by organizations to ensure submission of timely and correct reports? (16)

UNIT - II

IV. Discuss in detail, the policies and procedures that have to be followed in an organization for the usage of communication system. (16)

V. How should an organization frame its policy to handle the issues and challenges related to communication equipment? (16)

UNIT - III

VI. Explain the role of communication in efficient work systems. How can we remove barriers to efficient communication in an organization? (16)

(2)

- VII. What is the difference between hearing and listening? How can efficient listening help in better customer service? (16)

UNIT - IV

- VIII. Explain in detail, the legal framework for joint working in Indian retail business scenario. In this context, discuss the challenges faced by organizations in recent times. (16)
- IX. What are the essential features of communication and decision making process of joint working? What is the role of different stake holders in this process? (16)

x-x-x