

Exam.Code: 1301
Sub. Code: 9201

2031
B. Voc. (Retail Management)
First Semester
GEN-101: Communication Skills
(Common)

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

- a) Importance of Inviting tenders.
- b) Telephone etiquettes
- c) Positive Attitude Formation
- d) Use of Language in Communication
- e) Claims and Adjustment letters (4x4)

UNIT – I

- II. Discuss in detail various barriers involved in the process of communication? Suggest some measure to overcome these barriers. (16)
- III. What is communication? Discuss in detail various elements used in the flow of communication. (16)

UNIT – II

- IV. a) Elaborate the use of various Audio-Visual Aids in communication process.
b) Discuss and elaborate the importance of feedback for effective communication. (2x8)
- V. a) What kind of guidelines are required for delivering a public speech.
b) What is non-verbal communication? Discuss with reference to posture, gesture and facial expression. (2x8)

UNIT – III

- VI. a) Differentiate between self image and self esteem.
b) Discuss the role of listening and responding in effective flow of communication. (2x8)

P.T.O.

(2)

- VII. a) What kind of etiquettes are required while sending an e-mail.
b) What is SWOT analysis? Discuss in detail with reference to Self Confidence. (2x8)

UNIT – IV

- VIII. a) What is Report Writing? Elaborate the elements/steps involved in the process of writing a report.
b) Discuss and explain various purposes and uses of business correspondence. (2x8)
- IX. a) Elaborate sales letters. Discuss objectives and purposes of sales letters.
b) What are the requisite informations required while writing a Quotation Letter. (2x8)

x-x-x