

2071

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 reports and formats which are required to be kept for organizational communication.
- b) Explain the limit of authority and responsibility for passing on information.
- c) Explain the terminology used in communication mediums.
- d) Explain the difference between hearing and listening.
- e) Explain the factors hindering the joint working.
- f) Explain the role and functions of stakeholders in joint working. (4x4)

**UNIT - I**

- II. Explain organization's procedures and policies for preparing and passing on written information. (16)
- III. How will you make sure that organization's communication equipments are working properly? What steps will you take if the equipment is not working properly? (16)

**UNIT - II**

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

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(2)

**UNIT - III**

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

**UNIT - IV**

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

x-x-x