

2055

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) What are the key features of an effective written communication document in retail?
- b) What can be done if the communication equipment is not working properly?
- c) Define 'call signs' and their relevance in organizational communication systems.
- d) Why is reading body language important in retail communication?
- e) What questions can be used to check to understand what customers are telling?
- f) Mention any two benefits of joint working in a retail organization. (4x4)

UNIT - I

- II. Discuss the types of documents and report formats that must be maintained in a retail organization. Why is it important to keep them updated and accurate? (16)
- III. Explain the procedures and policies for passing on written information. What measures should be taken to ensure communication equipment is functioning effectively? (16)

UNIT - II

- IV. What are the communication system regulations a retail employee must follow? What steps should be taken when communication problems arise? (16)
- V. Describe the terminology used in retail communication mediums such as phonetic alphabets and call signs. Explain the significance of understanding alternate communication tools. (16)

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(2)

UNIT - III

- VI. Discuss the importance of asking for clarification and how it impacts workplace efficiency. How should one approach others to get support without disrupting their work? (16)
- VII. What is the difference between hearing and listening? How can body language and questioning techniques improve customer interaction in retail? (16)

UNIT - IV

- VIII. Explain the roles and responsibilities of stakeholders in joint working. What policies and legislation govern this process in a retail setting? (16)
- IX. Describe the methods of communication and decision-making in joint working. What factors may hinder effective joint working among stakeholders? (16)

x-x-x