

Exam.Code: 1301
Sub. Code: 46271

2125
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

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

- a) Claims and adjustment letters.
- b) Building self-confidence.
- c) Audio-Video Aids.
- d) Process of Communication.
- e) Inviting quotations.
- f) Use of language in communication. (4x4)

UNIT – I

- II. What is communication? Discuss in detail various barriers involved in the process of communication. Suggest some measures to overcome these barriers. (16)
- III. Discuss in detail various levels/types of communication. Elaborate grapevine communication in detail. (16)

UNIT – II

- IV. a) Discuss and elaborate the importance of feedback in effective communication.
b) What are the Do's and Don'ts required while appearing in personal interview. (2x8)
- V. a) Discuss in detail importance of Postures, gestures and facial expression in non-verbal communication.
b) Discuss how can we build a successful positive attitude? (2x8)

UNIT - III

- VI. 'Effective listening leads to effective communication'. Elaborate. (16)

P.T.O.

(2)

- VII. Discuss in detail, etiquettes required in social as well as office atmosphere for better communication. Also elaborate Do's and Don'ts during telephone conversation. (16)

UNIT - IV

- VIII. a) What is social correspondence? Elaborate various types of social correspondences.
b) Discuss the major points needed to taken into consideration while writing a sales promotion letter. (2x8)
- IX. a) Discuss in detail various types of report writing.
b) Elaborate the role of inviting tenders in effective communication. (2x8)

x-x-x

2125
B. Voc. (Retail Management)
First Semester
RSC-105: Sales Processing and Sales Management 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:-

- a) Define commercial terms in retail billing.
- b) What is loose cash handling?
- c) State the role of customer feedback in retail.
- d) What is a POS system?
- e) What is barcode scanning?
- f) Mention two legal requirements for pricing.
- g) What is stock rotation?
- h) What are customer rights in pricing? (8x2)

UNIT - I

- II. Explain the complete sales processing system in retail stores. (16)
- III. Discuss prevalent offers, loyalty programmes and commercial terms used in retail. (16)

UNIT-II

- IV. What steps should be taken when billing equipment is not operational? (16)
- V. Explain the role of barcode scanners in billing and inventory control. (16)

UNIT-III

- VI. Explain the role of store layout in the sales performance. (16)
- VII. Describe preparation, cleaning and checking of retail displays. (16)

UNIT-IV

- VIII. Discuss price marking methods and technologies used in retail. (16)
- IX. Discuss customer rights and retailer responsibilities regarding pricing. (16)

x-x-x