

2056

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

1. Answer any four of the following:-

- a) Define communication policies.
- b) What is meant by communication barriers?
- c) What is 24-hour clock system?
- d) What are call signs in communication?
- e) Define joint working.
- f) What is meant by summarizing in communication? (4x4)

UNIT - I

2. Discuss the different documents required to be maintained in a retail organization. Why is it important to keep information updated and accurate? (16)
3. Explain the procedures and policies involved in preparing and transmitting written communication in retail. What actions should be taken if communication systems malfunction? (16)

UNIT - II

4. Explain the responsibilities and authority limits while passing information in an organization. What policies should be followed while using communication systems? (16)
5. Discuss communication terminology such as phonetic alphabet, 24-hour clock, and call signs. Why are they important in organizational communication? (16)

UNIT - III

6. Who should you approach when clarification is needed at work? Discuss effective ways of working and communicating with others in a retail setup. (16)

P.T.O.



(2)

7. Explain the importance of body language and active listening in communication. How can questioning techniques help in understanding customers better? (16)

UNIT - IV

8. Discuss the roles, functions, and structures of stakeholders in retail organizations. How do communication methods influence decision-making? (16)
9. Explain the principles and advantages of joint working. What are the major barriers that can affect collaboration among stakeholders? (16)

x-x-x