

**M.Sc. RETAIL AND FASHION  
MERCHANDISE (MSCRFM)**

**Term-End Examination**

00233

**December, 2016**

**MFR-023 : CORPORATE SKILLS**

*Time : 3 hours*

*Maximum Marks : 70*

**Note :**

- (i) Attempt any **five** questions.
- (ii) Each question carries equal marks.

- 
- 
1. Describe the major components of body language and their relative importance in communication. 14
  2. Highlight the critical role of quality of voice. Distinguish between various types of voice qualities. 14
  3. Write a covering letter/e-mail in response to the following job vacancy : 14

Hidesign is looking for visual merchandiser. This position is available in Pondicherry, Chennai and Mumbai. Preference will be given to MBAs with retail specialization. Interested candidates should write to [dipesh@hidesign.com](mailto:dipesh@hidesign.com) or drop a letter and resume to Mr. Dipesh Shah, HR, Hidesign, Pondicherry.

4. What are the steps you would suggest to a candidate who is going to appear for an interview ? 14
5. How can modern global managers benefit from acquiring cross-cultural communication skills ? 14
6. Visualize a situation in which your team leader has asked you to report on a Sunday which you had planned two months in advance as a day to spend watching cricket. Write an assertive dialogue between you and the team leader. 14
7. Write short notes on the following :  $2 \times 7 = 14$
- (a) Business Party Etiquettes
  - (b) Corporate Dressing
-