

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

00958

Term-End Examination

December, 2016

MFR-017 : COMMUNICATION SKILLS

Time : 3 hours

Maximum Marks : 70

Note : (i) Attempt any 5 questions.

(ii) All the questions carry equal marks.

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1. Why should we develop good communication skills ? What are the various types of communication ? 14
 2. What are the barriers to effective communication ? Suggest ways to overcome these barriers. 14
 3. Discuss the importance of group discussion in corporate life. How can one prepare for participating in GDS ? 14
 4. You need to deliver a short speech on 'E-commerce in India'. What will be the structure and content of this speech ? How will you grab the attention of your audience ? 14
 5. Reliance Brands advertised for the post of Management Trainee - store operations. The position is available in Delhi, Gurgaon and Bangalore. The company is looking for MBAs with retail specialisation. 14
You have been shortlisted for an interview for this post. How will you prepare for this interview ?

6. Write short notes on the following : 14
- (a) Telephone Skills
 - (b) Importance of Visual aids
7. What are the steps involved in organising a business meeting ? Describe. 14
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