

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

Term-End Examination

December, 2017

00041

MFR-017 : COMMUNICATION SKILLS

Time : 3 hours

Maximum Marks : 70

Note :

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

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1. How does communication help you at work ?
What are the principles of effective communication ? 14
 2. What is the significance of recording Minutes of a Meeting ? Explain with the help of example. 14
 3. FabIndia is coming to the campus for hiring trainee store managers. How will you prepare for this interview ? 14
 4. "Having good communication skills is an attitude." Discuss this statement with suitable examples. 14

5. What is the significance of learning Group Discussion skills ? What skills are evaluated during group discussions ? 14
6. Write short notes on the following : 14
- (a) Negotiation Skills
 - (b) Informal Communication
7. Prepare an effective presentation (text only) for a start-up proposal to a bank for funding. 14
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