

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

Term-End Examination

December, 2017

00205

MFR-023 : CORPORATE SKILLS

Time : 3 hours

Maximum Marks : 70

Note :

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

-
1. "The personality of an individual can be learnt through observing the body language of that individual." Substantiate the statement with suitable examples. 14

 2. Assume that your store manager has asked you to report on Wednesday which is your weekly off. You had planned a family outing on this day, two months well in advance. Write the assertive dialogue that will take place between you and your store manager. 14

 3. What information should be included in a resumé ? Suggest ways to make your job search effective on a job portal. 14

4. Assume that you are looking for a job of a visual merchandiser in the retail sector. Describe the expectations that a company will have from you when they come for campus hiring. What are the questions that you anticipate in the interview ? 14
5. Being able to start a conversation is especially important when meeting clients in social settings. Discuss the types of topics that would and would not be appropriate. Also write the reasons as well. 14
6. You are one of a group of students who have been selected to go to Germany (or pick another country) to represent your institute at a conference. Prepare a report to give to the group that will prepare them to behave appropriately in that culture. 14
7. Write short notes on the following : 2×7=14
- (a) Challenges in Cross Cultural Communication
- (b) Importance of Reading the Newspaper
-