

**B.Sc. Footwear Technology (BSCFWT)/
B.Sc. Fashion Merchandizing and Retail
Management (BSCFMRM)/B.Sc. Leather Goods
And Accessories Design (BSCLGAD)**

Term-End Examination

December, 2012

BFW-006 : Business Communication-I

Time : 3 hours

Maximum Marks : 70

*Note : Do not write anything on the question paper. The question paper is divided into **three** sections. All sections are compulsory.*

SECTION - A

1. This section contains *six* questions, attempt *any five*. Each question carries *equal* marks. $5 \times 4 = 20$
 - (a) What do you understand by oral and written communication ? Describe their advantages and the ways you can make it effective.
 - (b) Good listener listens with their faces-explain. How can you make your listening more effective in front of a speaker ?
 - (c) Define communication. Explain process of communication.

- (d) Explain the techniques of cross culture communication by describing the problems of cross culture differences and its effects on business communication.
- (e) What is misunderstanding in communication ? Describe the ways to deal with causes of misunderstanding.
- (f) What do you understand by conflict ? Explain the sources of conflict and its effects.

SECTION - B

2. This section contains 10 questions, attempt any 8. Each question carries *equal* marks. $8 \times 4 = 32$
- (a) Describe the various types of perception.
 - (b) Write the definitions of the three types of inter personal behaviour.
 - (c) What is comprehension ?
 - (d) Explain 7 C'S of communication.
 - (e) Explain the principle of effective communication and impact of information technology.
 - (f) How does one build confidence in public speaking ?
 - (g) Discuss the tips for effective public speaking.
 - (h) What is multicultural Sensitivity/ Awareness ?
 - (i) Why is planning and organizing important ?
 - (j) What are skills ? Name few skills which can be inculcated.

SECTION - C

3. This section contains 5 topics. Explain any 2. Each question carries *equal* marks. **2x9=18**
- (a) Flexibility/ Adaptability/Managing multiple priority.
 - (b) Motivation and Inspiration
 - (c) Dreams and goals
 - (d) Analytical/research skills
 - (e) Leadership/Management skills
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