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**M.Sc. FASHION MERCHANDIZING AND
RETAIL MANAGEMENT (MSCFMRM)
M.Sc. LEATHER GOODS AND ACCESSORIES
DESIGN (MSCLGAD)**

Term-End Examination

December, 2012

MFW-014 : BUSINESS COMMUNICATION-I

Time : 3 Hours

Maximum Marks : 70

Note : All questions are compulsory.

1. How does a communication channel effect communication ? 5
2. Why is it so important to develop strong listening skills ? 5
3. How does Oral Communication Factors affect the oral communication ? 5
4. What is silent communication ? What is the Business Communication and Communication cycle ? Write types of communications ? 5
5. Why communication is the life blood of a Business Organisation ? 5

6. What is cross - cultural illiteracy ? How do you remove Cross - Cultural illiteraces ? 10
 7. What is the difference between a resume and curriculum vitae ? Make your own CV. 10
 8. How will you make your Business communication presentation effective ? Justify your answer with suitable examples. 10
 9. Describe the uses of Internet and the World Wide Web with special emphasis on Business Communication. 15
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