

**M.Sc. FOOTWEAR TECHNOLOGY  
(MSCFWT)**

**Term-End Examination  
December, 2012**

**MFW-032 : COMMUNICATION SKILLS - II**

*Time : 3 hours*

*Maximum Marks : 70*

---

*Note : Attempt all questions.*

---

1. Attempt *any five* of the following : 5x5=25
- (a) "Power of non-verbal communication". Describe it in 60 words.
  - (b) What points one should keep in mind while delivering a persuasive talk ?
  - (c) Suggest ways to improve your body language and justify them.
  - (d) What is public speaking ? How to make an impressive public speech ?
  - (e) Differentiate between Formal and Informal Business Communication. Justify by giving few examples.
  - (f) What are the different elements of an effective presentation ?

2. Attempt *any three* of the following : 3x10=30

- (a) "A presentation should be interactive to make it effective" . Give your views on the same.
- (b) What are the key reasons of misunderstanding while making a communication ?
- (c) How do visual aids help in making an effective communication ?
- (d) Can good body language affect Paralinguistic communication ? Give your views.

3. What is conflict ? What is the importance of conflict ? How will you deal with conflict within your organisation ? 15