

**M.Sc. LEATHER GOODS AND ACCESSORIES  
DESIGN (MSCLGAD)**

**Term-End Examination**

**December, 2012**

**MFW-058 : BUSINESS COMMUNICATION - II**

*Time : 3 hours*

*Maximum Marks : 70*

*Note : All questions are compulsory.*

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1. Describe Techniques of Effective Communication. 5
2. What is Public Speaking ? Write advantages & disadvantages of Public Speaking. 5
3. To be persuasive, do not talk slow or fast. Give your comments. 5
4. How to make a Good Speech ? Explain with examples. 5
5. How would you structure your Presentation ? 5

6. What makes a Presentation effective ? How can a presentation be improved further ? Explain with suitable examples. 10
  7. What is Interpersonal Behaviour ? Why is it important in an Organisation ? 10
  8. Paralinguistic is concerned with how words are spoken i.e. the intonation, the speed etc ? Explain. 10
  9. Everybody can get rid of the Fear of Public speaking. Elaborate with the help of suitable examples. 15
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