

**B.Sc. IN LEATHER GOODS AND ACCESSORIES
DESIGN (BSCLGAD)**

Term-End Examination

December, 2014

00250

BFW-061 : BUSINESS COMMUNICATION – III

Time : 3 hours

Maximum Marks : 70

Note : Attempt any **seven** questions. Each question carries equal marks.

1. Explain the essence of Business Communication mix in a multinational business firm. 10
2. Illustrate the merits and demerits of publicity. 10
3. Critically analyse the various communication methods used by today's business organisations to communicate with their customers. 10
4. What does "Knowing your audience" mean ? How is it beneficial to the speaker ? 10
5. What are the different issues that are to be considered while delivering an effective presentation ? 10
6. One of your colleagues is going abroad for training. Draft a speech to be delivered during his/her send-off. 10

7. Describe in detail the visual aids to be used in a presentation. 10
8. Discuss the benefits of doing a course in Public Speaking. 10
9. Why is it important to develop strong listening skills? Explain. 10
10. Write short notes on any *two* of the following : $2 \times 5 = 10$
- (a) PowerPoint presentations
 - (b) Impromptu delivery of presentation
 - (c) Quality of voice
 - (d) Articulation
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