

**M.Sc. FOOTWEAR TECHNOLOGY (MSCFWT)/  
M.Sc. FASHION MERCHANDISING AND  
RETAIL MANAGEMENT (MSCFMRM)/  
M.Sc. VISUAL MERCHANDISING AND  
COMMUNICATION DESIGN (MSCVMCD)**

**00425** Term-End Examination

**December, 2014**

**MFW-004 : COMMUNICATION SKILLS - I**

*Time : 3 hours*

*Maximum Marks : 70*

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**Note :** Attempt any **seven** questions. All questions carry equal marks.

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1. Mention the types of communication barriers, that result from the following sources and how : 10
  - (a) Stress
  - (b) Facebook
  - (c) News channels
  - (d) Pen
  
2. Briefly explain any four types of 'listening' with suitable example of each. 10
  
3. What are the advantages of spoken communication over written communication ? 10

4. What are the various functions of non-verbal communication ? 10
  5. What is paralanguage ? Discuss the importance of paralanguage in communication. 10
  6. Discuss any five common mistakes in English while speaking and writing. 10
  7. Explain the various purposes of business with the help of suitable examples. 10
  8. Which type of communication do you think is more difficult : 'face to face or telephonic' ? If so, why ? 10
  9. Differentiate between the following pairs of words : 10
    - (a) Compliment and Complement
    - (b) Desert and Dessert
    - (c) Complete and Finish
    - (d) Further and Farther
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