

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

**00166 Term-End Examination**

**June, 2016**

**BFW-061 : BUSINESS COMMUNICATION – III**

*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. What makes your presentation effective ? How can you improve it ? 10
2. Discuss the different aspects of body language involved in public speaking. 10
3. An employee has retired after serving the company for forty years. He is being given a farewell by the staff association. Draft a suitable speech for the occasion. 10
4. Describe in detail the different types of visual aids used in presentation. 10
5. "Paralinguistic is concerned with how words are spoken, i.e., the volume, the intonation, the speed, etc." Discuss with the help of suitable examples. 10

6. Why is communication the heart and soul of a business organization ? 10
7. What points arise in your mind while delivering a persuasive talk ? 10
8. Write short notes on any *two* of the following : 2×5=10
- (a) Eye Contact
  - (b) PowerPoint Presentation
  - (c) Extemporized Delivery of Speech
  - (d) Voice Modulation
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