

**B.Sc. FOOTWEAR TECHNOLOGY (BSCFWT) /
B.Sc. FASHION MERCHANDIZING AND
RETAIL MANAGEMENT (BSCFMRM) /
B.Sc. LEATHER GOODS AND ACCESSORIES
DESIGN (BSCLGAD)**

Term - End Examination

December, 2013

BFW-009 : BUSINESS COMMUNICATION - II

Time : 3 hours

Maximum Marks : 70

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

1. Define communication. Write a note on nature, importance and the scope of communication. 10
2. What do you understand by 6 obstacles of communication? Discuss the 10 C's of Non communication. 10
3. Explain the characteristics of verbal communication citing examples from everyday life. 10
4. Write short notes on any two of the following : 10
 - (a) Appearance
 - (b) Posture
 - (c) Eye contact
 - (d) Articulation

5. Explain the process of planning an effective presentation. 10
 6. Describe the essential features of a research report in detail. 10
 7. Draft a "Memo" regarding the issue of arriving rate to an employee of your department. 10
 8. Discuss the principles of good business writing and explain each with suitable example. 10
 9. Write short notes on **any two** of the following : 10
 - (a) Interpersonal communication
 - (b) Intrapersonal communication
 - (c) Public communication
 - (d) Grapevine
 10. Draw out a basic structure of a business letter and explain all the elements involved as a part of its structure. 10
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