

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

Term-End Examination

December, 2013

BFW-061 : BUSINESS COMMUNICATION-III

Time : 3 Hours

Maximum Marks : 70

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

1. What is Public speaking ? Write advantages and features of public speaking. **10**
2. What points should be taken into consideration while introducing one self and others, in an organised environment ? Write a small introduction of your self. **10**
3. Explain how a course in public speaking can help you in future ? **10**
4. What are the characteristics of a good speech ? Give certain guide lines for delivery of a speech. **10**
5. Write notes on the following : **10**
 - (a) Speed variation in speech
 - (b) Pause
 - (c) Word stress
 - (d) Eye contact

6. What is Communication ? Mention its importance and scope. 10
 7. What preparations are necessary while delivering a public speech ? 10
 8. Explain the advantages of the following in business communication : 10
 - (a) Cellular phones
 - (b) Fax
 - (c) e-mail
 - (d) Vidio conferencing
 9. What points do come in your mind while delivering a Persuasive talk ? 10
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