

**M.Sc. FASHION MERCHANDIZING AND
RETAIL MANAGEMENT (MSCFMRM)
M.Sc. LEATHER GOODS AND ACCESSORIES
DESIGN (MSCLGAD)**

Term-End Examination

December, 2013

MFW-014 : BUSINESS COMMUNICATION-I

Time : 3 Hours

Maximum Marks : 70

Note : All questions carry 10 marks each. Attempt any 7 questions.

1. Write short notes on the following : **10**
 - (a) Encoding
 - (b) Decoding
 - (c) Channel
 - (d) Feedback
 - (e) Noise in the communication process

2. "Downward communication may be the one most commonly used, but it is also one of the most inadequate and unsatisfactory". Give your views in this regard. **10**

3. What do you understand by grapevine ? What is its importance in an organisation ? **10**

4. What is oral communication ? Give the advantages and disadvantages of oral over written communication. 10
 5. Mention atleast 4 advantages of listening. List out any four ways in which a person can improve his/her listening skills ? 10
 6. What are the different types of business reports ? Give the characteristics of business reports. 10
 7. Write notes on the following (*Any Two*) : 2x5=10
 - (a) Heading
 - (b) Inside address
 - (c) Salutation of a business letter.
 8. What is a questionnaire ? Give guidelines to frame questions for a questionnaire. 10
 9. What is a Curriculum Vitae (CV) ? What are the ways to compile data in a CV ? 10
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