

**M.Sc. LEATHER GOODS AND ACCESSORIES
DESIGN (MSCLGAD)**

Term-End Examination

December, 2013

MFW-058 : BUSINESS COMMUNICATION - II

Time : 3 hours

Maximum Marks : 70

Note : Section A : All parts are compulsory. Each part carries 6 marks. Section B : Attempt any 4 questions out of the given options.

SECTION - A

(Compulsory)

1. Write short notes on the following : 5x6=30
- (a) Posture
 - (b) Gestures
 - (c) Facial expressions
 - (d) Eye Movements
 - (e) Personal appearance

SECTION - B

(Attempt any four questions)

2. Give the distinctive and persuasive features of public speaking. 10

3. What is interpersonal behaviour ? How are misunderstandings made in communication and what can be done to eradicate them ? Justify your answer with suitable example . 10
 4. Discuss the importance of listening in communication skills. Explain different types of listening. 10
 5. How does fear and shyness impact communications ? Explain with suitable examples. 10
 6. What are the various stages in preparing a presentation ? 10
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