

**B.A. IN APPAREL DESIGN AND
MERCHANDISING (BAADM)**

Term-End Examination

December, 2012

BFM-041 : BUSINESS COMMUNICATION

Time : 3 hours

Maximum Marks : 100

*Note : Attempt **any five** questions. All questions carry **equal** marks.*

1. What are semantic barriers ? Please explain with examples. 20
2. Describe the process of communication and its elements. 20
3. If you are a mid-level executive in an organisation, what would you do to ensure that your communication with others is effective ? 20
4. What is upward communication ? Explain the problems faced in upward communication along with steps to improve it. 20
5. Which are the different types of reports ? How will you go about preparing an effective report ? 20

6. (a) Why is it important to be a good listener ? 10x2=20
(b) How does culture effect communication ?
7. Write short notes on the following : 5x4=20
- (a) courtesy
 - (b) clarity
 - (c) feedback
 - (d) bibliography
 - (e) formal communication channels
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