

**BACHELOR OF ARTS FASHION DESIGN/
BACHELOR OF ARTS FASHION
MERCHANDISING AND PRODUCTION
(BAFD/BAFMP)**

Term-End Examination

December, 2012

BFD-010 : COMMUNICATION SKILLS

Time : 3 hours

Maximum Marks : 100

Note : Q2 is compulsory; Q7 is compulsory. Answer any six from the rest.

1. Outline the process of communication. Briefly explain each step. **10**
2. What is "You-attitude" ? Rewrite following sentences with "You -attitude". **4x5=20**
 - (a) We pay 9% interest to senior citizens on their fixed deposits.
 - (b) I wish to tell you that we are sending your new coat tomorrow.
 - (c) You failed to enclose your cheque in the envelope.
 - (d) When you travel on company expense, you will not receive approval for first class fare.
3. Write short notes on : **2x5=10**
 - (a) Non - verbal communication
 - (b) Role of listening in communication

4. How can listening be made effective ? 10
5. List **five** points one should take care of when preparing a powerpoint presentation. 10
6. Differentiate between verbal and non - verbal communication. (atleast 5 differences) 10.
7. Define Business Communication and list 7 C' s of communication. 20

OR

Discuss the characteristics of a business report.
What are the steps involved in report writing ?

8. What is meant by communication barrier ? List and explain the barriers in communication. 10
9. List **atleast five** forms of non - verbal communication. What should one take care of during a job interview, with regard to non - verbal communication ? 10
