

**M.A. IN FASHION RETAIL MANAGEMENT
(MAFRM)**

Term-End Examination

December, 2012

MFM-029 : BUSINESS COMMUNICATION

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions.

1. Using the model for communication process as a base, explain how people reading or hearing the same message can disagree with its meaning. **20**
2. (a) What is the effect of sentence length on emphasis ? **10+10=20**
(b) What factors should be kept in mind for effective written communication ?
3. Discuss the reasons for emails phenomenal growth. Are emails are effective medium of communication ? Discuss. **20**
4. What can managers do to make oral communication more effective ? Differentiate between verbal and non verbal communication. **20**

5. What can managers do to facilitate free flow of communication ? 20
6. Write short notes on the following : 4x5=20
- (a) Cultural Barriers
 - (b) Perception filter
 - (c) Consideration
 - (d) Indirect order in effective writing
7. Write an email to the manager of a 'Samsung' dealer asking for refund for a defective fridge. 20
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