

**B.Sc. FOOTWEAR TECHNOLOGY (BSCFWT) /  
B.Sc. FASHION MERCHANDISING AND  
RETAIL MANAGEMENT (BSCFMRM) /  
B.Sc. IN LEATHER GOODS AND ACCESSORIES  
DESIGN (BSCLGAD)**

00333

**Term-End Examination**

**December, 2014**

**BFW-006 : BUSINESS COMMUNICATION – I**

*Time : 3 hours*

*Maximum Marks : 70*

---

**Note : All questions are compulsory.**

---

1. Give meaning of the following : *10×1=10*
- (a) Accumulate
  - (b) Conceit
  - (c) Eradicate
  - (d) Gratification
  - (e) Compassion
  - (f) Authentic
  - (g) Awkward
  - (h) Diligent
  - (i) Exceptional
  - (j) Extravagant

2. What is grapevine ? Is it always harmful ? If not, why ? 5
  3. How is feedback important in communication ? Give an example of delayed feedback. 5
  4. Explain the communication process, with the help of a schematic representation. 5
  5. Explain the following : 5
    - (a) Semantic gap
    - (b) Information overload
  6. Explain the flow of communication. Illustrate with examples from the existing communication patterns in your college/institute. 10
  7. Outline the three types of barriers in communication and explain organisational barriers in detail. 10
  8. Explain the different types of communication. 10
  9. Discuss the impact of at least five technologies on communication. 10
-