

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

00185

**Term-End Examination**

**December, 2014**

**BFW-009 : BUSINESS COMMUNICATION – II**

*Time : 3 hours*

*Maximum Marks : 70*

**Note :** *Attempt any **five** questions from Section A. Attempt  
any **four** questions from Section B.*

**SECTION A**

*Attempt any **five** questions.*

1. Write a note on the functions of a business letter. 6
2. "A business letter should be so worded that it can replace the writer as completely as possible." Discuss with suitable examples. 6
3. List out the different types of reports. 6
4. Discuss the advantages and disadvantages of a questionnaire. 6
5. Discuss about case studies and mention its advantages. 6
6. Give the characteristics of a good report. 6

## SECTION B

Attempt any **four** questions.

7. Write brief notes on the following : 10
- (a) The inside address
  - (b) Attention line
  - (c) Postscript
  - (d) Complementary close
  - (e) Enclosures
8. "The success of a letter depends on the effectiveness of its opening and closing paragraphs." Discuss and explain why is it so. 10
9. Discuss the importance of "Internal Communication". 10
10. Draft a resignation letter from the post of a designer to the HR manager of the company. 10
11. What guidelines should an interviewer and an interviewee follow during an interview. 10
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