

**B.Sc. IN LEATHER GOODS AND ACCESSORIES
DESIGN (BSCLGAD)**

00460

**Term-End Examination
December, 2014**

BFW-068 : BUSINESS COMMUNICATION – IV

Time : 3 hours

Maximum Marks : 70

Note : Answer any *seven* questions. All questions carry equal marks.

1. What traits of the candidates of a group discussion are evaluated by the panelists ? Elaborate your answer with suitable examples. 10
2. What are the different types of information which may be conveyed through a business communication ? 10
3. What do you understand by the assessment of speaking environment in an oral presentation ? 10
4. What is corporate writing ? What are the uses of corporate writing ? Give some suggestions for effective corporate writing. 10
5. How do you enhance your presentation skills ? Discuss with a case study. 10

6. Briefly discuss the various steps in planning a talk or a speech. 10
7. What is Interpersonal Behaviour ? Why is it important in an organisation ? 10
8. (a) What do you understand by the term "Knowing your Audience" ? What is its importance ? 5
- (b) What is the meaning of "logical sequence" in a speech ? 5
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