

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

**Term-End Examination**

**December, 2014**

**BFD-010 : COMMUNICATION SKILLS**

*Time : 3 hours*

*Maximum Marks : 100*

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- Note :** (i) Answer *any five* out of questions 1 to 6  
(ii) Question 7 is *compulsory*.
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1. Illustrate through a labelled diagram the communication model. Define NOISE. 10+5=15
  
2. List seven Cs of Business Communication and describe any two. 7+8=15
  
3. (a) Circle the wrong word in each sentence :  
(i) I decided to worked all day long. 6x2=12  
(ii) They reached to the station before I could.  
(iii) Alka, who's on holiday at the moment, she is my neighbour.  
(iv) I saw her in last week.  
(v) He asked me for to do it.  
(vi) It's the time that we left.
  
- (b) Define medium. 3

4. Explain **any 3** with examples. **3x5=15**
- (a) Non-verbal communication
  - (b) Effective listening
  - (c) Intrapersonal communication
  - (d) Jargon
5. Write a short note on **any one**. Give a headline. **15**  
(Max words **150**.)
- (a) 'I am Anna Hazare'
  - (b) Importance of newspapers in our lives
  - (c) The world of tablets (telecom)
6. Make meaningful sentences using following words / phrases. **5x3=15**
- (a) 'in a nutshell'
  - (b) a bird in the hand
  - (c) contemporary
  - (d) empathy or empathise
  - (e) 'over the hill'

(Question 7 is **compulsory**)

7. (a) Convert following sentences using 'you - attitude'  $5 \times 3 = 15$

- (i) We allow two percent discount for cash payments.
- (ii) Our pamphlet is designed to help its readers get the most out of growing beautiful roses.
- (iii) I wish to tell you that we are sending your new coat tomorrow.
- (iv) You failed to enclose your cheque in the envelope.
- (v) To avoid further delay and inconvenience, we are sending this report by express mail.

(b) Write full names of **any one** film starring following movie actors or actresses.  $5 \times 2 = 10$

- (i) Bruce Willis
  - (ii) Jennifer Lopez
  - (iii) Tom Hanks
  - (iv) Catherine Zeta Jones
  - (v) Al Pacino
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