

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

**Term-End Examination**

**December, 2015**

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

*Time : 3 hours*

*Maximum Marks : 70*

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

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1. "Communication is the lifeblood of any organisation." Comment. 10
  
2. What is the difference between the following pairs of words ?  $4 \times 2 \frac{1}{2} = 10$ 
  - (a) Among and Between
  - (b) Compliment and Complement
  - (c) Except and Accept
  - (d) Its and It's
  
3. Explain the various functions of non-verbal language with suitable examples. 10

4. What are the advantages and disadvantages associated with spoken communication ? 10
  5. What is the difference between listening and hearing ? How can you become an active listener ? 10
  6. Why do we get nervous during a presentation ? What are the ways to overcome the nervousness ? 10
  7. List out five barriers to communication and the ways to overcome them. 10
  8. Your institute is organising a debate competition. You have been assigned the duty to call other institutes and invite their students for participating in the event. What preparation will you do before making the telephonic call ? What points will you keep in mind while talking on telephone ? 10
  9. What are the various types of face-to-face communication ? How can you make a face-to-face communication more effective ? 10
  10. How is communication important in career development ? Discuss. 10
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