

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

00358

Term-End Examination

December, 2015

BFW-009 : BUSINESS COMMUNICATION – II

Time : 3 hours

Maximum Marks : 70

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

1. Differentiate between analytical and informative reports. 10
2. Explain any five listening barriers. 10
3. What is the impact of too much or too little information in communication ? 10
4. Differentiate between memorandums and letters. 10
5. How can you get over your nervousness during presentations ? 10

6. What will be considered as rude behaviour on telephone ? What is the importance of paralanguage in telephonic conversations ? 10
 7. List three situations which could occur in your personal life where you would prefer to write rather than speak. 10
 8. How can you make your message concise and creative ? Explain with examples. 10
 9. Make a comparison between formal and informal communication. 10
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