

B.Sc. FOOTWEAR TECHNOLOGY (BSCFWT)**Term-End Examination****December, 2015****BFW-044 : ART OF PUBLIC SPEAKING – I***Time : 3 hours**Maximum Marks : 70*

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

1. What steps can be taken to overcome stage-fear ?
Describe in detail. 10
2. Explain the structure of a business presentation and its various important aspects. 10
3. What is the difference between personal conversation and public speaking ? Explain giving suitable examples. 10
4. Bring out the importance of verbal and non-verbal cues in enhancing the effectiveness of speech. 10
5. Describe the role of body language and posture in enhancing the effectiveness of speech. 10

6. What are the different audio-visual aids that can be used in business presentations ? Give their advantages. 10
7. What methods of communication systems can be effectively implemented by multinational firms ? Explain with the help of suitable examples. 10
8. With reference to a salesperson of any retail outlet, state all the factors related to the persuasive power of communication that makes a customer buy the product. 10
-