

00388

No. of Printed Pages : 2

**BFW-061**

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

**Term-End Examination**

**December, 2015**

**BFW-061 : BUSINESS COMMUNICATION – III**

*Time : 3 hours*

*Maximum Marks : 70*

---

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

---

---

1. What preparations are necessary while delivering a public speech ? 10
2. "Language is said to have originated from sounds and gestures." Explain. 10
3. What do you understand by the term "Knowing your audience" ? How is it beneficial to the speaker ? 10
4. Why is it important to develop strong listening skills ? 10
5. What is Style ? What role does style have in business communication ? 10

6. What is communication ? Mention its importance and scope. 10
7. Explain the advantages of any **two** of the following in business communication : 2×5=10
- (a) Smart phones
  - (b) e-mail
  - (c) Video-conferencing
8. Describe five different types of visual aids. Explain the importance of visual aids in a presentation. 10
-