

**M.Sc. FOOTWEAR TECHNOLOGY (MSCFWT)/  
M.Sc. FASHION MERCHANDISING AND  
RETAIL MANAGEMENT (MSCFMRM)/  
M.Sc. VISUAL MERCHANDISING AND  
COMMUNICATION DESIGN (MSCVMCD)**

**Term-End Examination**

**December, 2015**

**MFW-004 : COMMUNICATION SKILLS - 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. What factors contribute to the overall appearance of a person ? How can the person communicate through his/her appearance ? 10
2. How can you overcome stage fright during a presentation ? 10
3. Why is communication called the lifeblood of an organisation ? Think of two common organisational problems that can arise because of lack of communication between the marketing and finance departments of an organisation. 10

4. Describe the strengths and weaknesses of communication through e-mail. 10
5. Why is clarity required more in written communication than in oral communication? 10
6. "Transmission and reception of message can never be identical." Discuss the statement giving suitable examples from your personal life. 10
7. In presentations, what is the importance of the following?  $4 \times 2 \frac{1}{2} = 10$
- (a) Audience analysis
  - (b) Audio-visual aids
  - (c) Introduction
  - (d) Structure
8. Write short notes on any **two** of the following :  $2 \times 5 = 10$
- (a) Deceptive Tactics
  - (b) Physical Barrier
  - (c) Proxemics
  - (d) Grapevine
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