

**M.Sc. FASHION MERCHANDISING AND
RETAIL MANAGEMENT (MSCFMRM)/
M.Sc. IN LEATHER GOODS AND
ACCESSORIES DESIGN (MSCLGAD)**

Term-End Examination

00191

December, 2015

MFW-014 : BUSINESS COMMUNICATION – I

Time : 3 hours

Maximum Marks : 70

*Note : This question paper is divided into **three** sections.
All sections are **compulsory**.*

SECTION A

*This section contains eight questions. Attempt any **six**. All questions carry equal marks.*

1. (a) What is presentation ? How can you make it effective ? Explain how they are evaluated. 5
- (b) What is a group discussion ? Explain the merits and demerits of group discussions. 5

- (c) "Good listeners listen with their faces."
Explain how you can make your listening more effective in front of the speaker. 5
- (d) What is misunderstanding in communication? Describe the ways to deal with the causes of misunderstanding. 5
- (e) What do you understand by conflict? Explain the sources of conflict and their effects. 5
- (f) Explain creativity. Support your answer with suitable examples. 5
- (g) What do you understand by oral and written communication? Describe their advantages, limitations and the ways you can make them effective. 5
- (h) Explain the techniques of cross-culture communication. Discuss the problems of cross-culture differences and their effects on business communication. 5

SECTION B

This section contains twelve questions. Attempt any ten. All questions carry equal marks.

2. (a) What is comprehension ? 3
- (b) Describe the types of perception. 3
- (c) Explain in brief the three types of interpersonal behaviour. 3
- (d) Explain the 7 C's of communication. 3
- (e) Explain the principle of effective communication and the impact of information technology. 3
- (f) How can one/you build confidence in public speaking ? 3
- (g) Describe in brief about effective public speaking. 3
- (h) What do you understand by multicultural sensitivity/awareness ? 3
- (i) Define communication. Explain the process of communication. 3
- (j) Why is planning and organizing so important in the communication process ? 3
- (k) Define skills. Name few skills which can be inculcated. 3
- (l) Explain how one can handle group discussions. 3

SECTION C

3. Write short notes on any *two* of the following :

- | | |
|----------------------------------|---|
| (a) Motivation and Inspiration | 5 |
| (b) Dreams and Goals | 5 |
| (c) Leadership/Management skills | 5 |
-