

**M.Sc. IN LEATHER GOODS AND
ACCESSORIES DESIGN (MSCLGAD)**

Term-End Examination

December, 2015

MFW-058 : BUSINESS COMMUNICATION - II

Time : 3 hours

Maximum Marks : 70

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

1. "To be persuasive, do not talk slow or fast."
Justify the above statement. 10
2. How do you make a "Good Speech" ? Explain with the help of suitable examples. 10
3. What is Interpersonal Behaviour ? Why is it important in an organisation ? 10
4. Explain how you can get rid of your fear of public speaking. 10
5. What do you understand by "Flexibility of Voice" ? How does it contribute towards public speaking ? 10
6. What are the steps that you will take to make your communication more effective in a team ? 10

7. Discuss in detail the impact of shyness and fear on communication. *10*

 8. Describe the benefits of undergoing a training in public speaking. *10*
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