

**B.Sc. FOOTWEAR TECHNOLOGY (BSCFWT) /  
B.Sc. FASHION MERCHANDISING AND  
RETAIL MANAGEMENT (BSCFMRM) /  
B.Sc. IN LEATHER GOODS AND ACCESSORIES  
DESIGN (BSCLGAD)**

**00273 Term-End Examination**

**December, 2016**

**BFW-006 : BUSINESS COMMUNICATION – I**

*Time : 3 hours*

*Maximum Marks : 70*

***Note :** The question paper is divided into 3 sections.  
Attempt all the **three** sections.*

**SECTION A**

1. Differentiate between any **five** of the following : **5×6=30**
- (a) Insulated listening and Defensive listening
  - (b) Conjunctions and Prepositions
  - (c) Diagonal communication and Vertical communication
  - (d) Sender oriented barriers and Receiver oriented barriers
  - (e) Transmission and Encoding
  - (f) Verbal communication and Non-verbal communication

## SECTION B

2. Write short notes on any *three* of the following : 3×10=30

- (a) Personal Space
- (b) Impact of IT on Communication
- (c) 4 “Ss” of Communication
- (d) Purposes of Communication

## SECTION C

3. Write a letter to the Principal of your college requesting for a letter of recommendation for pursuing higher education. 10
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