

**B.Sc. RETAIL AND FASHION
MERCHANDISE (BSCRFM)**

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Term-End Examination

December, 2016

BFR-005 : BUSINESS COMMUNICATION-I

Time : 3 hours

Maximum Marks : 70

Note : Attempt any five of the following questions. Each question carries equal marks.

1. What is communication ? Explain the process of communication with the help of examples. 14
2. Highlight the possible barriers for good listening. 14
3. Describe the strategies for writing most appropriate style of letters with the help of an example. 14
4. How can we make our e-mail communication effective ? Explain with the help of suitable examples. 14

5. Explain the following in brief : 14
- (a) Communication Barriers
 - (b) Formal Communication
6. What are the benefits of public speaking ? Who are your favourite speakers ? What will you learn from them ? 14
7. Write a letter to a prospective customer informing him about the new range of products and sales promotion offers available in your retail store. 14
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