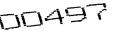
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MFW-061

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

## **Term-End Examination**



## December, 2016

## MFW-061: BUSINESS COMMUNICATION - III

Time: 3 hours		Maximum Marks: 70	
No	Note: Answer any seven questions. All questions car equal marks.		
1.	What is the format of a business the various rules for writing a bu		10
2.	Discuss the proper dress code norms for men and women is sector.		10
3.	Describe the format of an expresentation. What care will you a "punch-line" for the presentation	ı take to prepare	10
4.	What is "role play"? Discuss its drawbacks.	s purpose and its	10
5.	What are the rules for writing Explain in detail.	a press release ?	10

6.	What is a "Presentation"? Enumerate five ways	10	
	for a presentation to be effective.	10	
7.	What is a "Press release"? What is its purpose?	10	
8.	List down the various roles in a group discussion.		
	Select any one role from what you have listed and		
	explain its traits.	10	
9.	What is a "Caption"? What is the criteria of a		
	good caption?	10	
10.	What are the leadership qualities for an executive		
	in the corporate world? Discuss in brief with the		
	help of suitable examples.	10	