

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

**Term-End Examination**

00440 December, 2017

**MFW-061 : BUSINESS COMMUNICATION – III**

*Time : 3 hours*

*Maximum Marks : 70*

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

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1. What is audience analysis ? What is the importance of doing an audience analysis ? 10
2. What is a Press Release ? What is its purpose ? 10
3. List down the various roles of a group discussion. Select one role from what you have listed and explain its traits. 10
4. How can one equip oneself to face an interview effectively ? 10

5. What is Noise in communication ? What factors in the organisational environment cause noise ? 10
  6. As a manufacturing plant incharge, write a report to the competent authority about the accident that took place in the plant. Suggest some safety measures. 10
  7. During a crisis, what steps will you take to communicate within the organisation ? 10
  8. What are the barriers to effective communication ? How can the barriers to communication be removed ? 10
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