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**B.Sc. Footwear Technology (BSCFWT)/
B.Sc. Fashion Merchandizing & Retail
Management (BSCFMRM)/B.Sc. Leather Goods
And Accessories Design (BSCLGAD)**

Term-End Examination

June, 2012

BFW-006 : Business Communication-I

Time : 3 hours

Maximum Marks : 70

*Note : The question paper is divided in three sections.
All sections are compulsory.*

SECTION - A

1. This section contains *six* questions, attempt *any five*. Each question carries *equal* marks. **5x6=30**
- (a) What is a conflict ? Explain the sources of conflict and its effects.
- (b) What do you understand by communication ? Describe process of communication.
- (c) Describe the techniques of cross culture communication by explaining the problems of cross culture differences and its effects on business communication.
- (d) Explain oral and written communication. Describe their advantages, and the ways you can make it effective.

- (e) Good listener listens with their faces - Describe.
How can you make your listening more effective in front of the speaker ?
- (f) What do you understand by misunderstanding in communication ?
Explain the ways to deal with the causes of misunderstanding.

SECTION - B

2. This section contains *ten* questions, attempt *any eight*. Each questions carries *equal* marks. $8 \times 3 = 24$
- (a) Explain what is comprehension.
 - (b) How can you build confidence in public speaking ?
 - (c) Is planning and organizing important ? If yes why ?
 - (d) What are skills ? Name few skills which can be inculcated.
 - (e) Explain the types of perceptions.
 - (f) Write the definition of all types of interpersonal behaviour.
 - (g) What are seven 'C' s of communication ? Explain.
 - (h) Describe principle of Effective Communication and impact of Information Technology.
 - (i) What are the tips for Effective Public Speaking ?
 - (j) Explain the meaning of Multicultural Sensitivity / Awareness.

SECTION - C

3. This section contains *five* topics. Explain *any two*.
Each question carries *equal* marks. 2x8=16
- (a) Goals and Dreams
 - (b) Management / Leadership skills
 - (c) Research skills / Analytical skills.
 - (d) Flexibility / Adaptability / Managing Multiple priority.
 - (e) Motivation and Inspiration.
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