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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-009 : BUSINESS COMMUNICATION - II**

*Time : 3 hours*

*Maximum Marks : 70*

*Note : Do not write anything on question paper.*

**PART-A**

Answer *any four* questions.

**4x5=20**

1. (a) What is communication skill ? Why is this important in business ?
- (b) What is the meaning of term "Feed Back" in business communication or public speaking ?
- (c) What do you mean by good verbal communication ? What steps will you take to improve verbal communication ?
- (d) How many types of communication are there ? What are they ?
- (e) Describe different types of non verbal communication. What does body posture and physical contact convey ? Describe them.

## ART OF PUBLIC SPEAKING

### PART-B

Answer *any five* question.

5x6=30

2. (a) What is "Intonation" ? Why it needs to be practiced during public speech ?
- (b) What rules that you need to follow and observe before you deliver a public speech ?
- (c) What steps will you take to improve your content ?
- (d) What is those four Yardsticks with which we are evaluated during public speaking ?
- (e) If the public is spellbound by your delivery, what are the causes ?
- (f) What step you will take to improve your vocabulary ?
- (g) How would you improve upon your pronunciation ?

### PART-C

3. Write business letters on *any four* of the following topics. 4x5=20
- (a) Appreciation letter (you are acknowledging your HR for the request you made for the salary advance).
  - (b) Complaint letter (usage of foul language in your team).
  - (c) Inquiry letter (Write a letter to company Telco Ltd. requesting them to send quotation of different service products)
  - (d) Order letter (you have to order of 100 pair of shoes with XYZ Pvt. Ltd.)
  - (e) Resignation Letter.
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