

**B.Sc. IN LEATHER GOODS AND  
ACCESSORIES DESIGN (BSCLGAD)**

**Term-End Examination**

**June, 2012**

**BFW-061 : BUSINESS COMMUNICATION**

*Time : 3 Hours*

*Maximum Marks : 70*

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*Note : Question paper consists of PART - A, PART - B and PART - C. Attempt any five from Part - A, attempt any three from Part - B and Part - C is compulsory.*

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**PART - A**

[Attempt *any five* from part - A]

1. Why is Communication the lifeblood of a business organization ? 5
2. What preparations are necessary while delivering a public speech ? 5
3. What points do come in mind while delivering a persuasive talk ? 5
4. "Language is said to have originated from sounds and gestures". Explain. 5
5. What does "Knowing your audience" mean ? How is it beneficial to the speaker ? 5
6. Why is it important to develop strong listening skills ? 5

## PART - B

[Attempt *any three* from Part - B]

7. What is style ? What role does style have in Business Communication ? **10**
8. "Paralinguistic is concerned with how words are spoken, i.e. the volume, the intonation, the speed etc". Discuss. **10**
9. What are the different issues that come up while delivering an effective presentation ? **10**
10. "You Too Can Get Rid of Your Fear of Public Speaking". Elaborate. **10**

## PART - C

(Part-C is *compulsory*)

11. What is public speaking ? Write its advantages and features of public speaking. 15
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