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M.Sc. FOOTWEAR TECHNOLOGY (MSCFWT)  
M.Sc. FASHION MERCHANDIZING & RETAIL  
MANAGEMENT (MSCFMRM)  
M.Sc. VISUAL MERCHANDIZING AND  
COMMUNICATION DESIGN (MSCVMCD)

**Term-End Examination**

**June, 2012**

**MFW-004 : COMMUNICATION SKILLS-I**

*Time : 3 hours*

*Maximum Marks : 70*

*Note : Attempt any 7 questions. All questions carry equal marks.*

1. Explain the process of communication through a diagram depicting the essential components of the process. 10
2. What factors contribute to the overall appearance of a person ? What can the person communicate through his / her appearance ? 10
3. Narrate a specific incident in which listening proved helpful to you and another in which poor listening harmed you to some extent ? 10
4. How can you overcome stage fright during a presentation ? 10

5. In what types of situations will communication through an email will be more effective than communication through telephone ? 10
6. Why is communication called the lifeblood of an organisation ? Think of two common organisational problems that can arise because of lack of communication between the marketing and finance departments of an organisation. 10
7. How is cross - culture communication increasingly becoming relevant in the times of globalization ? 10
8. Write short notes on *any* 2 : 5+5
- (a) deceptive tactics
  - (b) perception barrier
  - (c) grapevine.
9. How will you prepare yourself for a face to face conversation with a very important client who is upset with you on some matter ? 10
10. What points about choice of words and sentence construction, you must keep in mind for effective verbal communication ? 10
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