

**M.Sc. FASHION MERCHANDIZING AND
RETAIL MANAGEMENT (MSCFMRM)
M.Sc. LEATHER GOODS AND ACCESSORIES
DESIGN (MSCLGAD)**

Term-End Examination

June, 2012

MFW-014 : BUSINESS COMMUNICATION-I

Time : 3 Hours

Maximum Marks : 70

Note : All questions are compulsory.

1. What are the Business Communication Cycles ? 5
What are the stages to the communication cycle ?
2. What is Oral Communication ? What are the 5
factors affecting Oral Communication ?
3. Why is listening an important skill ? 5
4. What is the role of communication in Business 5
Organisation ?
5. What is the sender's role in communication ? 5

6. What is cross cultural illiteracy ? How do you remove cross-cultural illiteracy ? 10

 7. What is the purpose of an employment offer letter ? Suppose you got an employment offer from Gucci Fashion and Designers Company, UK Stadon house 235 mansell street Cambridge London. Will you accept it or reject ? Justify your answer. 10

 8. What is the difference between a personal Business letter and a Business letter ? 10

 9. What are the barriers to effective communication ? How can the barriers to communication be removed ? 15
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