

**M.Sc. LEATHER GOODS AND ACCESSORIES  
DESIGN (MSCLGAD)**

00534

**Term-End Examination**

**June, 2012**

**MFW-061 : BUSINESS COMMUNICATION - III**

*Time : 3 Hours*

*Maximum Marks : 70*

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*Note : All questions are compulsory.*

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1. What is the Business Communication and Communication cycle ? Write types of communication. 5
2. Why is the communication the lifeblood of a Business organisation ? 5
3. How does a communication channel affect communication ? 5
4. What is Oral Communication ? State the factors affecting oral communication. 5
5. Why is it so important to develop strong listening skills ? 5

6. What is the difference between a resume and curriculum vitae ? Make your own CV. 10
  7. What is cross - cultural communication ? How do you remove cross -cultural illiteracy ? 10
  8. 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
  9. What are the barriers of effective comm-unication ? How can the barriers to communications be removed ? 15
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