

**B.A. IN APPAREL DESIGN AND  
MERCHANDISING (BAADM)**

**Term-End Examination**

**June, 2012**

**BFM-041 : BUSINESS COMMUNICATION**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : (i) Attempt any five questions.*

*(ii) All questions carry equal marks.*

1. What are cultural barriers ? Explain with 20 examples.
2. Describe the 7 principles of communication in 20 detail.
3. What is non-verbal communication ? Write about 20 its importance.
4. What is grapevine ? State its merits and demerits. 20
5. How is communication in the business world 20 different from 'everyday' communication ?

6. What are the various parts of a good presentation ? Explain the process of preparing a presentation. 20
7. Discuss the statement - 20  
'The cost of communication is high, but the cost of poor communication is higher'
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