

00915

**M.A. IN APPAREL PRODUCTION
MANAGEMENT (MAAPM)**

Term-End Examination

June, 2012

MFMI-007 : BUSINESS COMMUNICATIONS

Time : 3 hours

Maximum Marks : 100

Note : *The paper has 2 parts. Attempt any five questions from
PART - A. PART - B is compulsory.*

PART-A

(Attempt any five)

1. Write short notes on the following : **5x3=15**
 - (a) Paragraph unity
 - (b) Semantic Barriers
 - (c) Clarity
 - (d) Non - verbal communication
 - (e) Perception filter

2. Explain the process of communication with **15**
examples.

3. How can grapevine be put to effective use ? **15**

4. 'Listening requires as much, if not more, mental effort and concentration than speaking'. Discuss this statement. 15
5. When is the direct writing order used ? When would you use the indirect order ? Explain using examples. 15
6. Effective communication has always been essential for success in business. Explain this statement in detail. 15
7. Discuss any three modern means of communication along with merits and demerits of each. Please give example. 15

PART-B

8. Imagine that you work for a multinational IT company and have been transferred to Europe. Which aspects of the local culture would you wish to observe and understand in order to avoid cross - cultural communication problems. **15**

 9. Write an email to your buyer explaining the reasons for sending a sample which has quality problems. **10**
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