

B.Sc. FOOTWEAR TECHNOLOGY (BSCFWT)

00546

Term End Examination

June, 2013

BFW-044 : ART OF PUBLIC SPEAKING - I

Time : 3 Hours

Maximum Marks : 70

Note : Attempt all questions.

1. What is the importance of using evidence in persuasive talking ? 10

OR

What are the two most important factors affecting the credibility of a persuasive speaker ? 10

2. What methods of communication systems can be effectively implemented by multinational firms ? Explain with the help of suitable examples. 20

3. Give the visual, verbal and vocal elements of a well-delivered speech. 20

4. With reference to a sales person of any retail outlet, state all the factors related to persuasive power of communication that makes a customer buy the product. 20