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**M.Sc. FOOTWEAR TECHNOLOGY (MSCFWT)  
M.Sc. FASHION MERCHANDIZING AND  
RETAIL MANAGEMENT (MSCFMRM)  
M.Sc. VISUAL MERCHANDIZING AND  
COMMUNICATION DESIGN (MSCVMCD)**

**Term-End Examination**

**June, 2013**

**MFW-004 : COMMUNICATION SKILLS-I**

*Time : 3 hours*

*Maximum Marks : 70*

*Note : Attempt any 7 questions.*

1. Describe the strengths and weaknesses of communication through email. 10
2. Why clarity is required more in written communication than in oral communication ? 10
3. What can you do to improve your listening skills? 10
4. "Transmission and reception of message can never be identical". Discuss the statement giving examples from your personal life. 10

5. In presentations, what is the importance of the following : 2.5x4=10
- (a) audio - visual aids
  - (b) introduction
  - (c) structure
  - (d) Appearance of the presenter
6. How can we make our communication more receiver -centric ? 10
7. Explain the purposes of communication. 10
8. What is proxemics ? What are the various elements of proxemics ? 10
9. Write an essay on choice of words in verbal communication. 10
10. Write short notes on : 5x2=10
- (a) Deceptive tactics
  - (b) Physical barrier
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