

**M.Sc. FASHION MERCHANDIZING AND  
RETAIL MANAGEMENT (MSCFMRM)  
M.Sc. LEATHER GOODS AND ACCESSORIES  
DESIGN (MSCLGAD)**

00016

**Term-End Examination**

**June, 2013**

**MFW-014 : BUSINESS COMMUNICATION-I**

*Time : 3 Hours*

*Maximum Marks : 70*

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*Note : Attempt any seven questions.*

*All questions carry ten marks each.*

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1. Give the schematic representation of the communication process. 10
  
2. What are the various channels of communication ? Write detailed notes on the importance, advantages and limitations of any two of them. 10
  
3. Write brief notes on the following (Any two) : 10
  - (a) Open door policy
  - (b) Complaints and suggestion boxes
  - (c) Counselling

4. What are the 7 C's of communication ? Explain. 10
  5. Discuss the barriers in oral communication. 10
  6. Prepare your Curriculum Vital for a job opportunity with all the requisite information. 10
  7. Write a detailed note on graphical/visual representations in report writing. 10
  8. Write notes on the following (Any two) : 2x5=10
    - (a) Complimentary close
    - (b) Signature block
    - (c) Subject line of business letter.
  9. What is a questionnaire ? What types of questions can be included in a questionnaire ? 10
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