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**M.Sc. LEATHER GOODS AND ACCESSORIES
DESIGN (MSCLGAD)**

Term-End Examination

June, 2013

MFW-058 : BUSINESS COMMUNICATION - II

Time : 3 hours

Maximum Marks : 70

*Note : Section A: Attempt **all** questions.*

*Section B: Attempt **any 4** questions.*

SECTION-A

1. Write short notes on **any six** of the following : $6 \times 5 = 30$
- (a) Quality of voice
 - (b) Volume of voice
 - (c) Pace / rate of words
 - (d) Pitch of voice
 - (e) Articulation
 - (f) Pronunciation
 - (g) Voice Modulation
 - (h) Pauses in speech

SECTION-B

(Attempt *any four* questions from section-B.)

2. Write about different types of impact of shyness and fear on communication. 10
 3. How do we formulate the structure of a presentation ? Explain with suitable examples. 10
 4. Discuss the benefits of undergoing a training in public speaking. 10
 5. Briefly discuss the various steps in planning a talk or a speech. 10
 6. Critically analyse the role of audience in public speaking. 10
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