

**B.Sc. FOOTWEAR TECHNOLOGY (BSCFWT)/
B.Sc. FASHION MERCHANDISING AND
RETAIL MANAGEMENT (BSCFMRM)/
B.Sc. IN LEATHER GOODS AND ACCESSORIES
DESIGN (BSCLGAD)**

00304

Term-End Examination

June, 2014

BFW-006 : BUSINESS COMMUNICATION – I

Time : 3 hours

Maximum Marks : 70

Note : *Attempt any seven questions. All questions carry equal marks.*

1. The personality of an individual can be read through his body language. Explain giving examples. 10
2. Discuss various types of listening with examples. 10
3. Write, quoting examples, about any five points of difference between formal and informal communication in organisations. 10
4. Compare with the help of suitable examples, the features of oral and written communication. 10
5. Explain any five communication barriers, giving an example of each. 10

6. Write in detail, with examples, about any five ways to overcome nervousness during a presentation. 10
 7. As a sales manager of a bank, write a sales letter to your customers to promote the credit cards introduced by your bank. 10
 8. How can you make communication through e-mails effective ? Explain in detail with example. 10
 9. What is the impact of too much or too little information in communication ? Justify your answer with examples. 10
 10. You have to prepare a presentation on the 'Importance of extracurricular activities in overall development'. What will be the contents of your presentation and how will you structure them ? What steps will you take to make your presentation effective ? Give examples. 10
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