

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

00412

Term-End Examination

June, 2014

BFW-009 : BUSINESS COMMUNICATION – II

Time : 3 hours

Maximum Marks : 70

Note : Attempt all five questions from Part A, any three questions from Part B and Part C is compulsory.

PART A

1. What is a Business Letter ? Explain various types of business letters. 5
2. Discuss the characteristics of Business Reports. 5
3. What are the advantages of written communication against verbal communication ? 5
4. Give ten beneficial Interview tips. 5
5. Draft an application for the post of a Company Secretary. 5

PART B

- 6.** Explain the advantages, types and objectives of Internal Communication. *10*
- 7.** Draft a letter to the Manager, Indian Bank, Madurai requesting him for overdraft facility. *10*
- 8.** What is the difference between a Resumé and a Curriculum Vitae ? Make your own CV. *10*
- 9.** Write a Business Letter on the following topics to your manager : *5+5=10*
 - (a) Complaint Letter (usage of foul language in your team)
 - (b) Resignation Letter

PART C

- 10.** Design a market research questionnaire to identify market trends to help a restaurant in determining the menu. (The questionnaire should contain 15 – 20 questions.) *15*
-