

B.Sc. FOOTWEAR TECHNOLOGY (BSCFWT)

Term-End Examination

June, 2014

00087

BFW-044 : ART OF PUBLIC SPEAKING – I

Time : 3 hours

Maximum Marks : 70

Note : Answer any *five* questions. All questions carry equal marks.

1. What steps can be taken to overcome stage-fear ? Describe in detail. 14
2. What care should a speaker take while collecting data for presentation ? What do you understand by voice and picture integration ? 14
3. Briefly explain any *two* of the following : 2×7=14
 - (a) Hand Gestures
 - (b) Use of Symbols
 - (c) Oculistics
 - (d) Extempore speech
4. Explain the structure of a Business presentation and its various important aspects. 14
5. What do you understand by Audience Awareness ? Explain in detail. 14

6. What is the difference between personal conversation and public speaking ? Explain giving suitable examples. *14*

 7. 'The persuasive communication by a salesperson convinces the customer to buy.' Comment upon this statement. *14*
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