

**M.Sc. FOOTWEAR TECHNOLOGY (MSCFWT)/  
M.Sc. FASHION MERCHANDISING AND  
RETAIL MANAGEMENT (MSCFMRM)/  
M.Sc. VISUAL MERCHANDISING AND  
COMMUNICATION DESIGN (MSCVMCD)**

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**Term-End Examination**

**June, 2014**

**MFW-004 : COMMUNICATION SKILLS - I**

*Time : 3 hours*

*Maximum Marks : 70*

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

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1. Differentiate between the following pairs of words : 10
  - (a) farther and further
  - (b) beside and besides
  - (c) affect and effect
  - (d) Its and It's
  
2. Differentiate between Complement and Substitute functions of non-verbal language. 10
  
3. Discuss any five common mistakes in English while speaking and writing. 10

4. What points should you keep in mind while talking on telephone ? 10
  5. Which communication barriers may exist during a class-room lecture ? How could these barriers be removed ? 10
  6. Write a short note on communication that uses signs, symbols and pictures. 10
  7. Discuss any two situations where selective listening is the best strategy. 10
  8. What is the importance of 'grapevine' in various organisations ? 10
  9. Explain 'call to action' and 'Convey' purposes of communication, with the help of suitable examples. 10
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