

**B.Sc. IN LEATHER GOODS AND ACCESSORIES
DESIGN (BSCLGAD)**

Term-End Examination

June, 2016

00466

BFW-068 : BUSINESS COMMUNICATION – IV

Time : 3 hours

Maximum Marks : 70

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

1. What is Interpersonal Behaviour ? Why is it important in an organisation ? 10

2. (a) What do you understand by the term 'Knowing your Audience' ? What is its importance ?

- (b) What is the meaning of 'logical sequence' in a speech ? 5+5

3. Discuss the importance of self-confidence for an effective communication. 10

4. What is the difference between print and web-release ? How does the Internet as an interactive medium help a company for furnishing its information ? 10

5. What is 'Noise' in communication ? Discuss the factors in the organisational environment responsible for causing noise. 10
 6. Explain the strengths and limitations of Radio as an education medium. Why do audio cassettes have an edge over radio broadcasts ? 10
 7. What are the different modes of delivery of a speech ? Discuss the advantages and limitations of extempore speech in brief. 10
 8. Analyse the importance of body language for your success in an interview. 10
 9. What do you understand by the assessment of speaking environment in an oral presentation ? 10
 10. Briefly discuss the various steps in planning a talk or a speech. 10
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