

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

00220

Term-End Examination

June, 2017

BFW-006 : BUSINESS COMMUNICATION – I

Time : 3 hours

Maximum Marks : 70

Note : *The question paper is divided into 3 sections.
Attempt all the **three** sections.*

SECTION A

*Attempt any **five** questions.*

1. Differentiate between the following : *5×6=30*
- (a) Horizontal and Upward communication
 - (b) Encoding and Decoding
 - (c) Spoken and Written communication
 - (d) Formal and Informal communication
 - (e) Defensive listening and Selective listening
 - (f) Sender oriented barriers and Receiver oriented barriers

SECTION B

Attempt **all** questions.

2. Write plural forms of the following : 2×5=10
- (i) Child
 - (ii) Sheep
 - (iii) Knife
 - (iv) Cat
 - (v) Sister-in-law
3. Define and give an example each of simple present tense and present continuous tense. 10

SECTION C

Answer any **two** of the following :

4. Explain the importance of adornment and physiological responses in communication. 10
5. What are the components of a standard business letter ? 10
6. What is an e-mail ? How can you make your e-mail more effective ? 10