

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

00134

Term-End Examination

June, 2017

BFW-009 : BUSINESS COMMUNICATION – II

Time : 3 hours

Maximum Marks : 70

Note : Attempt any **seven** questions. Each question carries equal marks.

1. What do you understand by the term Questionnaire ? Discuss the advantages and disadvantages of a questionnaire. 10
2. Discuss the importance of an official meeting. 10
3. Write a letter to an organisation for accepting the offer of a job. 10
4. Explain Cross-culture Communication with suitable examples. 10
5. Discuss the functions of Business Communication. 10

6. Write short notes on the following : $4 \times 2 \frac{1}{2} = 10$
- (a) Noise in Communication
 - (b) Listening as a Tool of Communication
 - (c) Courtesy
 - (d) Cultural Barriers
7. What do you understand by Internet Communication ? Explain with suitable example. 10
8. What do you understand by an interview ? 10
9. What do you understand by the term CV ? Write your own CV. 10
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