

**B.Sc. FOOTWEAR TECHNOLOGY (BSCFWT)**

**Term-End Examination**

**00488**

**June, 2017**

**BFW-044 : ART OF PUBLIC SPEAKING – I**

*Time : 3 hours*

*Maximum Marks : 70*

**Note :** Attempt *all* questions.

1. Explain in detail the visual, verbal and vocal elements of a well-delivered speech. 20
2. Considering yourself to be a salesperson of any retail outlet, state all the factors related to the persuasive power of communication that makes a customer buy the product. 20
3. What do you mean by intonation ? How does it affect public speaking ? 10
4. "A good speech can end and start a revolution."  
Explain the statement by giving suitable examples. 10

- 5.** What is a communication system ? Enlist the effective methods of communication system implemented by multinational firms, with the help of suitable examples.

10

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