

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

**Term-End Examination**

00364

**June, 2017**

**BFW-061 : BUSINESS COMMUNICATION – III**

*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. What do you mean by “knowing your audience”? How is it beneficial to the speaker? 10
2. What is style? What role does it play in business communication? 10
3. What is public speaking? Write the advantages and features of public speaking. 10
4. Discuss the paralinguistic features of non-verbal communication. 10
5. An employee has retired after serving the organization for forty years. He is being given a farewell by the staff association. Draft a suitable speech for the occasion. 10

6. What are the advantages of oral presentation over written presentation ? Describe some of the situations that require oral presentation. 10
  
  7. What is the main difference between a CV and a resumé ? Should the resumé be written from the candidate's perspective or the employer's perspective ? Give reasons for your answer. 10
  
  8. What are the elements to be kept in mind while making a communication strategy ? How will you evaluate that your communication strategy is successful ? 10
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