

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

Term-End Examination

June, 2017

00227

BFW-068 : BUSINESS COMMUNICATION – IV

Time : 3 hours

Maximum Marks : 70

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

1. What is role playing ? How helpful is it as a tool for improving communication skills ? 10
2. What is an interview ? What preparations are done by an expert to take an interview ? 10
3. Discuss the importance of self-confidence for effective communication. 10
4. “Cost of communication is high but cost of poor communication is higher.” – Justify the statement with the help of suitable examples. 10
5. What is “perception” in communication ? How does it help in improving communication ? 10

6. What are the different types of information which may be conveyed through a business communication? 10
 7. What do you understand by assessment of speaking environment in an oral presentation? 10
 8. Briefly explain why audience analysis is important before writing a technical document. 10
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