

**B.Sc. RETAIL AND FASHION
MERCHANDISE (BSCRFM)**

Term-End Examination

June, 2017

00254

BFR-005 : BUSINESS COMMUNICATION-I

Time : 3 hours

Maximum Marks : 70

Note : Attempt any **five** of the following questions. Each question carries equal marks.

1. Discuss various types of communication with the help of examples. 14
2. What are the barriers to effective communication ? How can we overcome these barriers ? Explain. 14
3. Describe extempore speeches. How can a speaker catch the attention of the listeners ? Explain. 14
4. Write an e-mail to your existing/prospective customers inviting them for the opening of a new store. 14

5. Explain the following in brief : 7+7
- (a) Informal communication
 - (b) Benefits of public speaking
6. Discuss some tips for writing effective business letters. 14
7. Write short notes on the following : 2×7=14
- (a) Active Listening
 - (b) Barriers to Listening
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