

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

Term-End Examination

June, 2017

BFR-011 : BUSINESS COMMUNICATION-II

Time : 3 hours

Maximum Marks : 70

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

1. What are the benefits of learning a language ?
Discuss the distinguishing features of written communication. 14
2. Write the description of five products of your choice for a leading online retailer. 14
3. What are the important do's and don'ts for writing effective e-mails ? Discuss in detail. 14
4. You are a store manager and you frequently find store employees using mobile phones during office hours.

Write a letter to the store employees to ensure non-usage of mobile phones during office hours. 14

5. Write an e-mail to your friend encouraging him/her to overcome the fear of public speaking. 14
 6. Write ten adjectives, give their meanings and use them in sentences. 14
 7. Write a short report on 'Growth of Modern Retail in India'. 14
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