

**M.Sc. FOOTWEAR TECHNOLOGY (MSCFWT)/
M.Sc. FASHION MERCHANDISING AND
RETAIL MANAGEMENT (MSCFMRM)/
M.Sc. VISUAL MERCHANDISING AND
COMMUNICATION DESIGN (MSCVMCD)**

Term-End Examination

00071

June, 2017

MFW-004 : COMMUNICATION SKILLS – I

Time : 3 hours

Maximum Marks : 70

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

1. What are the various receiver oriented communication barriers ? 10

2. Explain the following in brief : 2×5=10
 - (a) Feedback
 - (b) Paralanguage

3. As a speaker, what measures can you take so that the audience engages in good listening ? 10

4. In what situations will a telephonic conversation be more effective than an e-mail ? 10
 5. What are the various purposes of communication ? Explain with examples. 10
 6. What is the importance of informal communication and grapevine in an organisation ? 10
 7. Explain the various types of listening with suitable examples. 10
 8. What points about choice of words and sentence construction, must you keep in mind for effective verbal communication ? 10
 9. How will you prepare yourself for a face-to-face conversation with a very important client who is upset with you on some matter ? 10
 10. How is cross-culture communication increasingly becoming relevant in the times of globalisation ? 10
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