

**M.Sc. FASHION MERCHANDISING AND  
RETAIL MANAGEMENT (MSCFMRM)/  
M.Sc. IN LEATHER GOODS AND  
ACCESSORIES DESIGN (MSCLGAD)**

00011

**Term-End Examination**

**June, 2017**

**MFW-014 : BUSINESS COMMUNICATION – I**

*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. "Good writing is a three-stage process." Illustrate all the three stages with an appropriate example. 10
2. What is the importance of interpersonal communication in an organisation ? Explain horizontal and vertical communication. 10
3. Define 'business reports'. Why are they written and published ? 10
4. What do you understand by "Persuasive communication" ? Explain any two persuasion tactics with the help of examples. 10

5. Your resumé introduces you to your prospective employer. What are the points to take care of while preparing an effective resumé ? 10
  6. Explain the format of a memorandum with the help of an example. 10
  7. Comment on the use of humour and stories in business communication. 10
  8. "Meanings are in the minds, not in the words." Discuss this statement with the help of examples, stressing upon the barriers in communication. 10
  9. Discuss the SMCR model of communication. What is the role of feedback in making communication effective ? 10
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