

**B.Sc. FOOTWEAR TECHNOLOGY (BSCFWT) /  
B.Sc. FASHION MERCHANDISING AND  
RETAIL MANAGEMENT (BSCFMRM) /  
B.Sc. IN LEATHER GOODS AND ACCESSORIES  
DESIGN (BSCLGAD)**

**Term-End Examination**

**June, 2015**

**00315**

**BFW-006 : BUSINESS COMMUNICATION - I**

*Time : 3 hours*

*Maximum Marks : 70*

**Note : All questions are compulsory.**

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1. Give the meaning of the following : 10×1=10
- (a) Fictitious
  - (b) Grievous
  - (c) Yearn
  - (d) Plentiful
  - (e) Jubilant
  - (f) Liberal
  - (g) Malice
  - (h) Wretched
  - (i) Sordid
  - (j) Slender

2. Define downward communication. 5
3. Explain the feedback in communication with suitable examples. 5
4. Explain the role of communication in business. 5
5. Explain the following terms : 5
  - (a) Know it all attitude
  - (b) Negative attitude
6. What are the various channels of communication ? Write detailed notes on the importance, advantages and limitations of any two of them. 10
7. Outline the three types of barriers in communication and explain the interpersonal barriers in detail. 10
8. Explain the principles of effective communication. 10
9. What is information technology ? Explain the impact of e-mail, Internet, Mobile phones, Video conferencing and Mass Media on communication. 10