

**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

00187

BFW-009 : BUSINESS COMMUNICATION - II

Time : 3 hours

Maximum Marks : 70

*Note : Attempt any five questions from Section A. Attempt
any four questions from Section B.*

SECTION A

Attempt any five questions from this section.

1. What are the essential components of a good business letter ? 6
2. Discuss with examples the importance of accuracy, completeness and clarity in a business letter. 6
3. List out the different types of reports. 6
4. Discuss the advantages and disadvantages of a questionnaire. 6
5. What guidelines should an interviewee follow while appearing for an interview ? 6
6. What are the characteristics of a good report ? 6

SECTION B

*Attempt any **four** questions from this section.*

7. What are the different techniques of cross-cultural communication ? 10
 8. What are the characteristics of a good resumé ? 10
 9. Explain what are the visual aids used in report writing. 10
 10. Write a letter of appreciation to the employee who has achieved targets as per the set goals. 10
 11. Write notes on the following : 10
 - (a) Abstract
 - (b) Summary
 - (c) List of References
 - (d) Glossary
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