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BFW-061

**B.Sc. IN LEATHER GOODS AND ACCESSORIES
DESIGN (BSCLGAD)**

Term-End Examination

June, 2015

00334

BFW-061 : BUSINESS COMMUNICATION – III

Time : 3 hours

Maximum Marks : 70

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

1. Describe the role of communication in business. 10
2. Explain the significance of “word of mouth” with the help of suitable examples. 10
3. “Language is said to have originated from sounds and gestures.” Elaborate. 10
4. What makes your presentation more effective and how can you improve it ? 10
5. What is ‘style’ ? What role does style have in Business Communication ? 10
6. Describe the paralinguistic features of non-verbal communication. 10

7. How do you distinguish a formal speech from an informal speech ? Discuss at least four important characteristics of a good speech. 10
8. An employee has retired after serving the company for forty years. He is being given a farewell by the staff association. Draft a suitable speech for the occasion. 10
9. "You too can get rid of your fear of Public Speaking." Elaborate. 10
10. Write short notes on any *two* of the following : $2 \times 5 = 10$
- (a) Flip Charts
 - (b) Volume of Voice
 - (c) Extemporization of Presentation
 - (d) Pronunciation and Pauses
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