

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

Term-End Examination

June, 2015

00170

BFW-068 : BUSINESS COMMUNICATION – IV

Time : 3 hours

Maximum Marks : 70

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

1. Do you think that the first impression is usually most effective ? Explain your answer with suitable examples. 10
2. List down at least seven qualities of an effective interviewer. 10
3. What is "Noise" in communication ? What factors in the organisational environment cause noise ? 10
4. Discuss the strengths and limitations of Radio as an educational medium. Why do audio cassettes have an edge over radio broadcasts ? 10
5. What are the different modes of delivery of a speech ? Discuss extempore speech in brief. 10

6. Discuss the different types of impact of shyness and fear on communication. 10
 7. How do we formulate the structure of a presentation ? Explain with suitable examples. 10
 8. Discuss the benefits of undergoing training in public speaking. 10
-