

**M.Sc. FOOTWEAR TECHNOLOGY
(MSCFWT)**

00154 Term-End Examination

June, 2015

MFW-039 : COMMUNICATION SKILLS - III

Time : 3 hours

Maximum Marks : 70

Note : All questions are compulsory.

1. Explain the importance of oral communication in the field of business communication. Give examples. 15
 2. Identify and explain the techniques of effective listening. 10
 3. Mention the basic principle of written communication, their meaning and importance in business. 15
 4. List and explain the advantages of written communication. How can you improve your written communication skills ? 20
 5. What are mock interview sessions ? How do you prepare for a mock interview ? 10
-