

**M.Sc. IN LEATHER GOODS AND
ACCESSORIES DESIGN (MSCLGAD)**

Term-End Examination

June, 2015

00225

MFW-058 : BUSINESS COMMUNICATION - II

Time : 3 hours

Maximum Marks : 70

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

1. What is Public Speaking ? Discuss the advantages and disadvantages of Public Speaking. 10
2. Describe the techniques for Effective Communication, with suitable examples. 10
3. How would you structure your Presentation ? Elaborate. 10
4. "Paralinguistics is concerned with how words are spoken i.e. the volume, the intonation, the speed, etc." Explain the statement with suitable examples. 10
5. What are the Presentation Skills ? What are the different issues to be considered while delivering an effective presentation ? 10

6. Define business communication. How does it differ from normal communication? 10
 7. What are the various types of communication? What do you understand by creative and assertive non-verbal communication? 10
 8. Critically analyze the role of audience in Public Speaking. 10
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