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**B.Sc. FOOTWEAR TECHNOLOGY (BSCFWT) /
B.Sc. FASHION MERCHANDIZING & RETAIL
MANAGEMENT (BSCFMRM) / B.Sc. LEATHER
GOODS AND ACCESSORIES DESIGN
(BSCLGAD)**

Term - End Examination

December, 2011

BFW-009 : BUSINESS COMMUNICATION - II

Time : 3 hours

Maximum Marks : 70

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

1. What is the importance of effective Business Communication ? Explain with suitable example/s. 10
2. Explain the characteristics and process of written communication process ? 10
3. What is written business communication ? Explain its principles and structure. Give suitable example/s to support your answer too. 10
4. Define E-mail. What are the important guidelines you will observe while you are writing an email for business purpose ? 10

5. Define "Memo". What are the important guidelines for writing an effective memo? Give suitable example/s to support your answer too. 10
 6. What are the essential requirements to be successful in an Interview? 10
 7. Explain the following essentials of written communication: 10
 - (a) Conciseness
 - (b) Readability
 8. Discuss communication as a two-way process of exchanging information. Give suitable example/s too. 10
 9. Often it is difficult to know where to start. When you are preparing for a presentation, what do you think is the most important aspect you should keep in mind and why? 10
 10. Assuming there is a failure in the balance sheet of an organisation. Write a letter to the concerned authority pointing out the mistakes you notified. 10
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