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B.Sc. FOOTWEAR TECHNOLOGY (BSCFWT)

Term End Examination

December, 2011

BFW-044 : ART OF PUBLIC SPEAKING - I

Time : 3 hours

Maximum Marks : 70

Note : ATTEMPT ALL QUESTIONS

1. Attempt *any five* of the following.
 - (a) How is evidence important for persuasive talking ? 6
 - (b) What is the importance of proper eye contact while having face to face communication ? 6
 - (c) Differentiate between hearing and listening in public speaking. What are the points to remember to become a successful public speaker ? 6
 - (d) Write ways to improve your body language. 6
 - (e) What are the key elements of making a successful first impression ? 6
 - (f) A good leader should be a good orator. Give your views on the same. 6

2. "Paralinguistic communication is concerned with how words are spoken, i.e. the volume, the intonation and the speed". Explain. 10
 3. What are the two most important factors affecting the credibility of a persuasive speaker ? 10
 4. Describe the importance of good body language. Mention at least three different types of gestures. 10
 5. What is style in business communication ? Why it is important ? 10
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