

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

Term-End Examination

December, 2011

BFW-061 : BUSINESS COMMUNICATION

Time : 3 hours

Maximum Marks : 70

Note : *Question paper consists of PART-A, PART-B AND PART-C. Attempt any five from Part - A, Attempt any three From Part - B and Part - C is compulsory.*

PART - A

Answer *any five* questions from Part - A

1. What preparations are necessary while delivering a public speech ? 5
2. "Language is said to have originated from sounds and gestures" Explain. 5
3. What does "Knowing your audience" mean ? How is it beneficial to the speaker ? 5
4. What makes your presentation effective and how you can improve it ? 5
5. What points do come in mind while delivering a persuasive talk ? 5
6. Why is communication the lifeblood of a business organization ? 5

PART - B

Answer *any three* from Part - B

7. What are the different issues that come up while delivering an effective presentation ? 10
8. "You too can get rid of your fear of public speaking". Elaborate. 10
9. "Paralinguistic is concerned with how words are spoken, i.e. the volume, the intonation, the speed etc.". Discuss. 10
10. What is style ? What role does style have in Business Communication ? 10

PART - C

Part-C is *compulsory*

11. What is public speaking ? Write its advantages and features of public speaking. 15
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