

M.Sc. FOOTWEAR TECHNOLOGY (MSCFWT)
M.Sc. FASHION MERCHANDIZING & RETAIL
MANAGEMENT (MSCFMRM)
M.Sc. VISUAL MERCHANDIZING AND
COMMUNICATION DESIGN (MSCVMCD)

Term-End Examination

December, 2011

MFW-004 : COMMUNICATION SKILLS-I

Time : 3 hours

Maximum Marks : 70

Note : Answer any seven questions.

1. Explain the different types of listening with suitable examples. 10
2. Explain the various functions of non-verbal language. 10
3. Write a letter to the manager of a company requesting for an opportunity to do a project in his organisation. 10
4. What is miscommunication ? Give an example of a simple statement that can be mis-understood. 10

5. Differentiate between : (*any 2*) 5+5
 (a) notices and circulars
 (b) encoding and decoding
 (c) Paralanguage and body language
6. Write a brief note on the importance of feedback in communication. 10
7. Briefly explain the 7Cs of effective writing. 10
8. (a) What is the importance of informal communications in organisation ? 5+5
 (b) What are the various directions of the flow of communication ?
9. What is the usage of Information - technology in presentations ? Suggest a few ways to get over your nervousness during presentations. 10
10. (a) Give some examples of non-verbal communication that contradict the verbal communication and confuse the listener. 5+5
 (b) What is the importance of body language in interviews ?
-