

**M.Sc. IN FOOTWEAR TECHNOLOGY
(MSCFWT)**

Term-End Examination

December, 2011

00759

MFW-032 : COMMUNICATION SKILL - II

Time : 3 hours

Maximum Marks : 70

Note : All questions are compulsory.

1. Answer *any four* questions : 5x4=20

- (a) Define business communication. How does it differ from normal communication ?
- (b) What are the types of communication ? What do you understand by creative and assertive non-verbal communication ?
- (c) Why written communication has an advantage over other types of communication ?
- (d) How many types of barrier's are there in communication ? What are they ?
- (e) What are the 7C's of communication ?
- (f) Write a sample business letter requesting state authority for Industrial land to set up your own business unit.

2. Answer *any two* questions : 10x2=20
- (a) What are the three components of "Accent" ?
 - (b) What audience preparation is important during a public speech ?
 - (c) What is that "Secret" according to you to deliver a good speech ?
 - (d) What is platform presence ? Explain with the help of examples.
3. Answer *any two* questions : 10x2=20
- (a) Define communication skill and explain the meaning of clarity and creativity.
 - (b) Why do you need to be selective in selecting words during a public speech ?
 - (c) What are the steps you will take to have your communication effective in a team ? Explain.
4. Answer *any two* questions : 5x2=10
- (a) During a public speech how will you improve your presentation ? Explain.
 - (b) What are the important points to remember to become a successful public speaker ?
 - (c) What do you understand by "Flexibility of voice" ? How does it contribute toward's public speaking ?
 - (d) What is the meaning of "logical sequence" in a speech ? Explain.
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