

00849 M.Sc. LEATHER GOODS AND ACCESSORIES  
DESIGN (MSCLGAD)

Term-End Examination

December, 2011

MFW-061 : BUSINESS COMMUNICATION - III

Time : 3 hours

Maximum Marks : 70

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*Note : All questions are compulsory.*

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1. During a crisis what step will you take to communicate within the Organisation ? 5
2. What will be the different issues while delivering the effective presentation ? 5
3. Why written communication has an advantages over other types of communication ? 5
4. What makes your presentation effective and how can you improve it ? 5
5. What are the 7C's of communication ? 5
6. What is Public Speaking ? Write advantages and features of Public Speaking. 10

7. Write Business Letters on the following topics. **10**  
(a) Complaint letter  
(b) Resignation letter.
8. Give 10 Beneficial Interview Tips and make your own CV. **10**
9. Define Group Discussion Types. State how one should prepare for Group Discussion. What are the Do's and Don'ts of Group Discussion ? **15**
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