

**B.A. IN APPAREL DESIGN AND  
MERCHANDISING (BAADM)**

**Term-End Examination**

**December, 2011**

**BFM-041 : BUSINESS COMMUNICATION**

*Time : 3 hours*

*Maximum Marks : 100*

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- Note :** (i) Attempt *any five* questions.  
(ii) All questions carry *equal* marks.
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1. Discuss the process of communication with a diagram. Explain the importance of each element in the process flow of communication. **20**
2. (a) Differentiate between long formal reports and shorter reports. **10+10=20**  
(b) State the advantages and limitations of written and verbal communication.
3. What is a business report ? How would you go about making a report in a group ? **20**
4. (a) What can managers do to facilitate free flow of communication ? **10+10=20**  
(b) Is it important to provide feedback in any type of communication ? Mention *five* tips for effective communication.

5. E-mail, SMS reports are forms of written communication. State the circumstances in which you would opt for these modes and their effectiveness in those circumstances. Quote 1 example for each. 20
6. What are 7 C's of communication? How can they be applied to oral and written communication? Support your answer with examples in each case. 20
7. Write an SMS to your buyer advising them that your shipment is delayed. Please give all details and ensure the length of the message is appropriate. 20
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