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**M.A. IN FASHION RETAIL MANAGEMENT**

**Term-End Examination**

**December, 2011**

**MFM-029 : BUSINESS COMMUNICATION**

*Time : 3 hours*

*Maximum Marks : 100*

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- Note :* 1. Attempt **Any five** questions.  
2. All questions are of **20** marks each.
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1. A fellow student says, "So I am not a good writer. 20  
But I have other places to put my study time.  
I am a management major. I will have secretaries  
to handle my writing for me". Give this student  
your best advice, including the reason behind it.
  
2. Discuss this comment "Words carry the message. 20  
They would carry the same meanings with or  
without paragraphing. Therefore, paragraphing  
has no effect on communication".
  
3. "Our normal conversation is filled with error. 20  
Typically, it is crude and awkward. So why make  
our writing sound conversational" ? Discuss.

4. Will hard-copy letters diminish in importance as e-mail continues to grow ? Become obsolete and Vanish ? 20
  5. When is the direct order appropriate in inquiries ? When would you use the indirect order ? Give examples. 20
  6. What strategy is best in a message refusing a request when the reasons for the refusal are strictly in the writers best interests ? 20
  7. What are the 7 C's of Communication ? Describe each one in detail. 20
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