

**M.A. IN APPAREL PRODUCTION  
MANAGEMENT (MAAPM)**

**Term-End Examination**

**December, 2011**

**MFMI-007 : BUSINESS COMMUNICATIONS**

*Time : 3 hours*

*Maximum Marks : 100*

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**Note :** *The paper has 2 parts. Attempt any 5 questions from  
PART - A. PART - B is compulsory.*

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**PART - A**

**(Attempt any 5)**

1. Write short notes on the following : **5x3=15**
  - (a) Filtering
  - (b) Listening as a tool of communication
  - (c) Concrete words
  - (d) Courtesy
  - (e) Cultural Barriers
  
2. Discuss the process of communication and its various elements. **15**
  
3. Define feedback. What is its significance and how can it be made more effective ? **15**

4. What is a bibliography ? What factors should be borne in mind when preparing a bibliography ? 15
5. What is grapevine ? What are the disadvantages of grapevine in an organisation ? 15
6. 'Cost of Communication is high, but cost of poor communication is higher'. Please explain with examples. 15
7. How can written communication be made more effective ? 15

## PART - B

8. Assuming yourself to be a manager of a business organisation, give suggestions for an efficient upward communication system. You may use examples to aid your suggestions. 15
  
  9. Write an SMS to your boss explaining that you are unable to attend an important meeting scheduled for today and why ? 10
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