

00954

**B.Sc. Footwear Technology (BSCFWT)/B.Sc.
Fashion Merchandizing & Retail Management
(BSCFMRM)/B.Sc. Leather Goods And
Accessories Design (BSCLGAD)**

Term End Examination

June, 2011

BFW-006 : Business Communication - I

Time : 3 hours

Maximum Marks : 70

Note : Answer any seven questions. All questions carry equal marks.

1. Explain the process of communication. 10
2. Explain any five barriers of communication with suitable examples. 10
3. Explain the 7 Cs of effective writing with the help of examples. 10
4. What are the advantages and disadvantages associated with oral/spoken communication ? 10
5. Discuss the various types of non verbal communication with suitable examples. 10
6. Why is listening important ? How can you become an effective listener ? 10

7. Write a letter to manager of a company requesting for a summer training project in his organisation. 10
8. Write short notes on (*any two*) : 5+5
- (a) Memorandum
 - (b) Diagonal flow of communication
 - (c) Language of touch
9. Define 'Group - discussion'. What are do's and don'ts you need to keep in mind during a group discussion ? 10
10. What points should you keep in mind while writing effective emails ? 10
-