

**B. Sc. FASHION MERCHANDIZING & RETAIL
MANAGEMENT (BSCFMRM)**

Term - End Examination

June, 2011

BFW-009 : BUSINESS COMMUNICATION - II

Time : 3 hours

Maximum Marks : 70

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

1. Define 'Business Communication'. State its function and importance. **10**
2. Do you agree that, in its final form, communication is a manifestation of the personalities of both the sender and the receiver ? Discuss. **10**
3. What are the principles of an effective written communication ? Give suitable example/s to support your answer. **10**
4. As a student of business communication, identify the concern areas in oral communication in a business organization. How are you going to address them ? **10**

5. Describe the essential features of a good research report. Give suitable example/s too. 10
 6. Prepare a 'Memo' to Mr. ABCD regarding his habit of remaining absent without informing the HR Department. 10
 7. Indicate the critical differences between successful and ineffective communication. Give suitable example/s too. 10
 8. What is an Email ? Give the characteristics of writing an effective email. 10
 9. Evaluate the essentialities of performing a good interview. 10
 10. "Communication is a two way process for an exchange of information". Define and Elaborate. 10
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