

**M. Sc. FAHSION MERCHANDIZING & RETAIL
MANAGEMENT (MSCFMRM)**

Term-End Examination

June, 2011

MFW-004 : COMMUNICATION SKILLS - I

Time : 3 hours

Maximum Marks : 70

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

1. What are the qualities of an active listener ? What are the benefits of active listening ? **10**
2. Write a letter to the manager of an organisation requesting for a job opportunity in his organisation. **10**
3. What communication barriers exist in a diverse group of people ? How can those be eliminated ? **10**
4. Explain in detail the process of Communication. **10**
5. Differentiate between : **5+5=10**
 - (a) Memos and letters
 - (b) Paralanguage and body language.

6. What are the advantages of written communication over spoken communication ? Give an example of a situation in which it is better to communicate by way of writing than by way of speaking. 10
 7. "Our normal conversation is filled with error . It is generally crude and awkward. So why follow the 7 Cs for communicating effectively ?" Do you agree with the above statement or disagree ? Provide at least five arguments, with examples to support your point. 10
 8. How can presentations be made more effective ? 10
 9. Write a note on the importance of feedback in communication. 10
 10. Actions speak louder than words . Explain this in the context of non-verbal language. 10
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