

**M.Sc. FASHION MERCHANDIZING AND  
RETAIL MANAGEMENT (MSCFMRM)**

**Term-End Examination**

**June, 2011**

**MFW-014 : BUSINESS COMMUNICATION-I**

*Time : 3 hours*

*Maximum Marks : 70*

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*Note : Attempt any seven questions.*

*All questions carry equal marks.*

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1. State the important guidelines in conversational skills. Discuss the various aspects which one requires in business communication. **10**
2. How is communication important in career development? Explain with suitable example/s. **10**
3. You have been invited to speak on "Union Budget 2011", on a key speaker. Narrate the steps you will take in this regard while giving your presentation to the audience. **10**
4. Define E-mail. What are the major differences between traditional and electronic writing? Give suitable example/s. **10**

5. The Principal of your college has appointed a committee of two teachers and three students to suggest new directions in which student's leisure activity can be developed. Draft the committee's report. 10
6. Assuming to be the bank manager, write a letter to Credit Manager, enclosing a demand draft for Rs. 50,000/- and explaining the reason/s for delay in payment. 10
7. Assuming to be the Principal of the college, write a 'Memo', to the faculty member/s on the issue of regular late arrival for the class in the college. 10
8. What is a 'Questionnaire' ? What are the important guidelines you will keep in mind while designing an effective questionnaire ? Give suitable example/s. 10
9. Define a 'Group Discussion'. What does a group discussion evaluate in a candidate ? 10
10. Write short notes on *any two* : 10
- (a) Difference between a report and other forms of writing.
  - (b) Purpose of a report.
  - (c) Impact of Internet on Business Communication.
  - (d) Effective use of Radio in Business Communication.