

**B.A. IN APPAREL DESIGN AND  
MERCHANDISING (BAADM)**

**Term-End Examination**

**June, 2011**

**BFM-041 : BUSINESS COMMUNICATION**

*Time : 3 hours*

*Maximum Marks : 100*

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**Note :** (i) *Attempt any five questions.*

(ii) *All questions carry equal marks.*

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1. Discuss the various types of communications, highlighting the significance of non-verbal communication. Support answer with examples. **20**
2. What are the barriers to effective communication? Suggest suitable measures to overcome these barriers. **20**
3. "Listening requires as much, if not more, mental effort and more concentration than speaking". Discuss. **20**
4. Discuss in detail the 7 C's of communication, supporting each 'C' with at least two examples. **20**

5. (a) What is effective communication ? How does culture affect communication ? 10
- (b) Write an email asking for a refund of damaged goods purchased from a multi-brand, multi-product, durable goods store. Specify each detail. 10
6. (a) What are the merits and demerits of formal and informal communication ? 10
- (b) What can managers do to facilitate free flow of communication ? 10
7. "I use the words that communicate the message best. I don't care whether they are negative or positive". Discuss with examples. 20
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