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

Term-End Examination

December, 2013

BFW-006 : Business Communication-I

Time : 3 hours

Maximum Marks : 70

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

1. How does communication help you at work and outside work ? What are the benefits associated with effective communication ? Justify your answer with examples. 10
2. What is conciseness of message ? What steps can you take to make a message concise ? Explain with examples. 10
3. You have started a computer centre. Write a sales letter to business houses in your city, offering your services to train their staff in using computers. 10
4. Describe a situation where you faced breakdown in communication due to perception barrier. How could you handled it better ? Explain giving examples. 10

5. The best form of listening is a combination of Empathetic and Active types. Discuss with examples. 10
 6. You have to prepare a presentation on the 'Impact of facebooking on college goers'. Write in details the steps you will take to make your presentation effective. 10
 7. How can you make your telephonic communication effective ? Give examples in support of your answer. 10
 8. Write three elaborate situations in your personal life where you preferred to work rather than write. 10
 9. Explain in detail the process of communication with the help of a diagram. 10
 10. What are the various types of non-verbal language justifying each to be considered as such ? 10
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