

**B.Sc. LEATHER GOODS AND ACCESSORIES
DESIGN (BSCLGAD)**

Term - End Examination

December, 2013

BFW-068 : BUSINESS COMMUNICATION - IV

Time : 3 hours

Maximum Marks : 70

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

1. Do you think that the first impression is usually most effective ? Explain your answer with suitable examples. 1
2. What traits of the candidates of a group discussion are evaluated by the panelists ? Elaborate your answer with suitable examples. 1
3. List at least seven qualities of an effective interviewer. 1
4. What are the different types of information which may be conveyed through a business communication ? 1
5. What is 'Noise' in communication ? What factors in the organisational environment cause noise ? 1
6. What do you understand by assessment of speaking environment in an oral presentation ? 1

Discuss the strengths and limitations of Radio as an educational medium. Why audio cassettes have an edge over radio broadcasts ? **10**

What is corporate writing ? What are the uses of corporate writing ? Give some suggestions for effective corporate writing. **10**

What are the different modes of delivery of a speech ? Discuss extempore speech in brief. **10**

How do you enhance your presentation skills ? Discuss with a case study. **10**

