

M.Sc. FOOTWEAR TECHNOLOGY (MSCFWT)

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

M.Sc. VISUAL MERCHANDIZING AND  
COMMUNICATION DESIGN (MSCVMCD)

Term-End Examination

December, 2013

MFW-004 : COMMUNICATION SKILLS-I

Time : 3 hours

Maximum Marks : 70

Note : Attempt any seven questions.

1. What is haptics ? What is the importance of haptics in communication ? 10
2. As a speaker, what measures can you take so that the audience engages into good listening ? 10
3. What types of communication barrier will/may the following sources result into ? 2.5x4=10
  - (a) Stress
  - (b) Facebook
  - (c) Laptop
  - (d) News channels

4. How does good listening help in presenting and solving problems ? Explain with examples. 10
  5. Describe the strengths and weaknesses of written communication. 10
  6. Write short notes on : 5x2=10
    - (a) Feedback
    - (b) Paralanguage
  7. What are the various receiver-oriented communication barriers ? 10
  8. Explain the concept of personal space in communication. 10
  9. How will communication lead to personal gratification and relief ? 10
  10. Write an essay on skills that is important in presentation. 10
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