

M.Sc. FOOTWEAR TECHNOLOGY (MSCFWT)

Term-End Examination

December, 2013

MFW-039 : COMMUNICATION SKILLS - III

Time : 3 hours

Maximum Marks : 70

Note : Answer *any five* of the following. All questions carry *equal marks*.

1. What is the format of an effective Business Presentation ? Explain with an elaborative example. **14**
2. What is case study method ? What is its purpose ? If you have to prepare a case study what factors will you keep in mind ? **14**
3. What are the fundamentals of writing a press release ? **14**
4. While participating in a Group Discussion, what are the factors that you should take care of ? **14**
5. What are the rules for writing a business letter ? Prepare a format as an illustration. **14**

6. What preparations will you make before appearing for an interview ? 14
 7. Discuss in detail the proper dressing and grooming norms for men and women in the corporate world. 14
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