

**M.Sc. LEATHER GOODS AND ACCESSORIES
DESIGN (MSCLGAD)**

Term-End Examination

December, 2013

MFW-061 : BUSINESS COMMUNICATION - III

Time : 3 hours

Maximum Marks : 70

Note : All questions are compulsory. Each question carries equal marks.

1. How can one handle question - answer session effectively after a presentation ? Explain. 10
2. What is a role play ? What is its purpose ? what are its drawbacks ? 10
3. What are the three most important office manners and etiquetter ? Describe them. 10
4. What are the rules for writing a press release ? Explain in detail. 10
5. What is the format of a business letter ? What are the rules for writing a business letter ? 10
6. While participating in a Group Discussion ? What are the factors that you will take care of ? 10
7. What are the preparations taken before appearing for an interview ? 10