

**BACHELOR OF ARTS FASHION DESIGN/  
BACHELOR OF ARTS FASHION  
MERCHANDISING AND PRODUCTION  
(BAFD/BAFMP)**

**Term-End Examination**

**December, 2013**

**BFD-010 : COMMUNICATION SKILLS**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : All questions are compulsory.*

1. What do we mean by intrapersonal communication, interpersonal communication, group communication and Mass communication ? 20
2. Differentiate between "Listening" and "Hearing". Give examples to explain. 10
3. Explain the following in one or two sentences (any four) : 5x4=20
  - (a) Communication cycle
  - (b) Presentation
  - (c) Diagonal communication
  - (d) Non verbal communication
  - (e) Formal communication
  - (f) Noise
4. Explain the 7C's of communication with examples : 10
5. Explain the barriers to effective communication with examples. 15

6. Distinguish between gestures, mannerisms and body language giving necessary examples. 10

**OR**

Write a letter, applying for a job as a trainee in a company. You can write any company's name.

7. Explain the following with examples (**any three**) :
- (a) Formal and Informal communication 3x5=15
  - (b) Print and Electronic Media
  - (c) Visual and Verbal communication
  - (d) Feedback and Noise in communication
  - (e) Upward and Downward communication
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