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**B.Sc. FOOTWEAR TECHNOLOGY (BSCFWT) /  
B.Sc. FASHION MERCHANDIZING AND  
RETAIL MANAGEMENT (BSCFMRM) / B.Sc.  
LEATHER GOODS AND ACCESSORIES  
DESIGN (BSCLGAD)**

**Term - End Examination**

**December, 2012**

**BFW-009 : BUSINESS COMMUNICATION - II**

*Time : 3 hours*

*Maximum Marks : 70*

**Note :** *Do not write anything on question paper.*

**Business Communication Skill**

**PART-A**

Answer *any four* questions every question carry  
5 marks. 4x5=20

1. (a) What is the meaning of term "feed back" in business communication ?  
(b) What is communication skill ? Why is this important in business ?  
(c) Describe different types of non-Verbal Communication ? What does body posture physical contact convey ? Describe them.  
(d) What do you mean by good verbal communication ? What steps will you take to improve verbal communication ?  
(e) How many types of communication are there ? What are they ?  
÷ Art of Public Speaking ÷

## PART-B

Answer *any five* questions every question carry 6 marks.

5x6=30

2. (a) How would you improve your pronunciation ?
- (b) What is “intonation” ? Why it needs to be practiced during public speech ?
- (c) What step will you take to improve your content ?
- (d) What rules you need to follow and observe before you give a public speech ?
- (e) If the public is spell bound by your delivery, what are the causes ?
- (f) What are those four yard sticks with which we are evaluated during public speaking ?
- (g) What steps will you take to improve your Vocabulary ?

### PART-C

3. Write business letters on *any four* of the following topics. 4x5=20
- (a) Appreciation Letter (you are acknowledging your HR for the request you made for the salary advance,)
  - (b) Complaint Letter (Usage of foul language in your team)
  - (c) Inquiry Letter (Write a letter to company Telco Ltd. requesting them to send quotation of different service products)
  - (d) Order Letter (you placing an order of 100 pairs of shoes with xyz Pvt. Ltd.)
  - (e) Resignation Letter.
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