

**B.Sc. IN LEATHER GOODS AND
ACCESSORIES DESIGN (BSCLGAD)**

Term-End Examination

December, 2012

BFW-061 : BUSINESS COMMUNICATION-III

Time : 3 Hours

Maximum Marks : 70

Note : SECTION A : All parts are compulsory.

SECTION B : Attempt any 3 questions from section B.

SECTION-A

1. Write notes on the following : 8x5=40

- (a) Overhead transparencies
- (b) Powerpoint presentations.
- (c) Blackboard/Whiteboard
- (d) Flip charts
- (e) Extemporaneous delivery of speech
- (f) Manuscript delivery of presentation
- (g) Impromptu delivery of presentation
- (h) Memorization delivery of presentation

SECTION-B

(Attempt *any three* questions from **Section B**)

2. One of your colleagues is going abroad for training. Draft a speech to be delivered during his/her send-off. 10
 3. Give the paralinguistic features of non-verbal communication. 10
 4. Write a detailed note on audience analysis. 10
 5. How do you distinguish a formal speech from an informal speech? Discuss atleast 4 important characteristics of a good speech. 10
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