

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

Term - End Examination

December, 2012

BFW-068 : BUSINESS COMMUNICATION - IV

Time : 3 hours

Maximum Marks : 70

Note : Attempt any 7 questions. All questions carry equal marks.

1. What is Corporate writing ? What are the uses of Corporate writing ? Give some suggestions for Corporate writing. 10
2. What is "Perception" in communication ? How it helps in improving communication ? 10
3. What is oral communication ? Discuss the process involved and the importance of oral communication. 10
4. What are the different modes of delivery of speech ? Discuss in brief about extempore speech. 10
5. How do you assess your audience before any presentation ? How does prior assessment of audience help in a good presentation ? 10

6. What is a “caption” ? What are the criteria of a good caption ? 10
 7. What are the 10 rules to be kept in mind before preparing a press release ? 10
 8. How do you enhance your presentation skills ? 10
Discuss with suitable examples.
 9. Discuss the importance of self confidence for an effective communication. 10
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