

M.Sc. FOOTWEAR TECHNOLOGY (MSCFWT)
M.Sc. FASHION MERCHANDIZING AND
RETAIL MANAGEMENT (MSCFMRM)
M.Sc. VISUAL MERCHANDIZING AND
COMMUNICATION DESIGN (MSCVMCD)

Term-End Examination

December, 2012

MFW-004 : COMMUNICATION SKILLS-I

Time : 3 hours

Maximum Marks : 70

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

1. Discuss any 3 barriers that lead to miscommunication in an organisation. Also suggest ways to overcome those barriers. 10
2. Write short notes on (any 2) : 5+5
 - (a) Encoding
 - (b) Feedback
 - (c) Paralanguage
3. Explain the various types of listening with examples. 10
4. Do you think it is easier to prepare and make a presentation in a team than individually ? Why ? Why not ? 10

5. What is Proxemics ? Explain the concepts of territoriality and personal space. 10
 6. What important points about choice of words and sentence construction you must keep in mind, for effective verbal communication ? 10
 7. What is the importance of informal communication and grapevine in an organisation ? 10
 8. Write an essay on cross-culture communication. 10
 9. What are the various purposes of communication ? Explain with examples. 10
 10. In what situations will a telephonic conversation be more effective than an e-mail ? 10
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