

00305

**M.Sc. LEATHER GOODS AND ACCESSORIES
DESIGN (MSCLGAD)**

Term-End Examination

December, 2012

MFW-061 : BUSINESS COMMUNICATION - III

Time : 3 hours

Maximum Marks : 70

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

1. What is meant by oral communication ? Give the advantages and disadvantages of oral communication over written communication and non verbal communication. **10**
2. What is an extempore ? What are the methods used to make an extempore effective ? **10**
3. What is meant by audience analysis ? On what basis is this analysis done ? **10**
4. What is a caption ? Give the characteristics of a good caption. **10**

5. Explain group discussion. What are the main area tested in a group discussion ? 10
 6. What is a role play in the context of business communication ? What objectives are met with a role play ? Elaborate with examples. 10
 7. Imagine a candidate is appearing for an interview to the post of Junior engineer in a company. He/She is a fresher from college. What tips would you give him/her ? 10
 8. What are the qualities required to be an effective technical writer in a corporate company ? 10
 9. List and elaborate the various serial aids which are used in presentations. 10
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