

**M.Sc. FASHION MERCHANDISING AND
RETAIL MANAGEMENT (MSCFMRM)/
M.Sc. IN LEATHER GOODS AND
ACCESSORIES DESIGN (MSCLGAD)**

00325 **Term-End Examination**
December, 2014

MFW-014 : BUSINESS COMMUNICATION – I

Time : 3 hours

Maximum Marks : 70

Note : Attempt any *seven* questions. All questions carry equal marks.

1. Explain the process of communication with suitable examples/block diagram. 10
2. Write short notes on any *two* of the following : 10
 - (a) Methods of Oral Communication
 - (b) Conversational Skills
 - (c) Facial Expression
3. Explain the important points relating to presentations. 10

4. What is 'Oral Communication' ? Explain the features of an effective oral communication. 10
 5. Write short notes on any *two* of the following : 10
 - (a) Body language
 - (b) Appearance
 - (c) Visual-aids in presentation
 6. Prepare a public speech in which you were invited to inaugurate an auditorium at FDDI. 10
 7. Explain the significant features of a project report with suitable example. 10
 8. What do you understand by a 'Memo' ? Discuss the features of an effective memo in detail. 10
 9. Discuss the essentials of a business letter in detail. 10
 10. Explain the seven C's of communication in detail. 10
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