

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

00215

Term-End Examination

December, 2014

MFW-058 : BUSINESS COMMUNICATION - II

Time : 3 hours

Maximum Marks : 70

Note : *All questions are compulsory.*

1. Write short notes on the following : 6×5=30
- (a) 7 C's of Communication
 - (b) Business Letter
 - (c) Barriers in Communication
 - (d) Essential tips for appearing in an interview
 - (e) Correspondence for seeking employment
 - (f) Case Study

2. Explain the following with the help of suitable examples : 5×4=20

- (a) Questionnaire design
- (b) Internal communication
- (c) Listening skills
- (d) Types of communication
- (e) Importance of comprehension in communication

3. What do you understand by Cross Cultural Communication ? Explain with suitable examples. 20
