

**B.Sc. FOOTWEAR TECHNOLOGY (BSCFWT) /
B.Sc. FASHION MERCHANDISING AND
RETAIL MANAGEMENT (BSCFMRM) /
B.Sc. IN LEATHER GOODS AND ACCESSORIES
DESIGN (BSCLGAD)**

Term-End Examination

December, 2016

BFW-009 : BUSINESS COMMUNICATION – II

Time : 3 hours

Maximum Marks : 70

Note : *Attempt any seven questions. Each question carries equal marks.*

1. Explain the layout of a business letter. 10
2. Write an e-mail to your superior intimating your inability to attend an important meeting scheduled for today. 10
3. Write a resignation letter to your employer citing causes. 10
4. Explain the importance of notice, agenda and minutes while convening an official meeting. 10

5. Define "Memo". What are the important guidelines for issuing an effective memo ? Give suitable examples. 10
 6. Explain the structure and importance of an official report. 10
 7. Explain the essential features of a good business letter. 10
 8. What is a questionnaire ? Explain with suitable examples. 10
 9. Write an order letter to XYZ Pvt. Ltd. giving an order of 100 pairs of shoes. 10
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