

**B.Sc. IN LEATHER GOODS AND ACCESSORIES
DESIGN (BSCLGAD)**

Term-End Examination

December, 2016

BFW-061 : BUSINESS COMMUNICATION – III

Time : 3 hours

Maximum Marks : 70

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

1. What preparations are necessary while delivering a public speech ? 10
2. Discuss the importance of developing strong listening skills. 10
3. One of your colleagues is going abroad for a training. Draft a speech to be delivered during his/her send-off. 10
4. How do you distinguish a formal speech from an informal speech ? Discuss four important characteristics of a good speech. 10
5. Describe the various visual aids used in a presentation. 10

6. What is the proper structure to write a clear and persuasive business proposal ? 10
 7. What personality traits are most effective for a leader who has inherited a loss-making company and needs to achieve a turnaround ? 10
 8. What are the skills to be judged in a group discussion ? Should one adopt an aggressive style and talk more to be recognized as a leader ? Or can leaders have their own distinctive styles ? 10
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