

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

Term-End Examination

December, 2016

BFW-068 : BUSINESS COMMUNICATION – IV

Time : 3 hours

Maximum Marks : 70

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

1. What is the difference between print and web release ? How does the internet, as an interactive medium, help the company in furnishing their information ? 10
2. What is group discussion ? What skills are judged in a group discussion ? As a participant, how do you break a deadlock in a group discussion ? 10
3. What are the different types of interview ? Discuss with suitable examples. 10
4. "Language is said to have originated from sounds and gestures." Explain the statement with suitable examples. 10

5. Explain at least seven qualities of an effective interviewer. 10
 6. What is 'Noise' in communication ? What factors in the organisational environment cause noise ? 10
 7. Discuss the strengths and limitations of Radio as a business communication medium. Why do audio cassettes have an edge over radio broadcasts ? 10
 8. What is corporate writing ? What are the uses of corporate writing ? Give some suggestions for effective corporate writing. 10
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