

**B.Sc. (RETAIL AND FASHION MERCHANDISE)
(BSCRFM)**

00015

Term-End Examination

December, 2016

BFR-011 : BUSINESS COMMUNICATION - II

Time : 3 hours

Maximum Marks : 70

Note : (i) Attempt any five questions.

(ii) All questions carry equal marks.

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| 1. | What are the advantages of written communication ? Briefly describe the different types of written communications used in business. | 14 |
| 2. | Describe the role of idioms. Write five idioms along with their meanings. Use these idioms in sentences. | 14 |
| 3. | What are the different guiding rules to be followed for effective business letters ? | 14 |
| 4. | Write a letter to your customers/prospective customers inviting them for the opening of your new retail store. | 14 |
| 5. | Write an e-mail to your friend by mentioning the importance of reading. | 14 |
| 6. | Describe different ways of classifying business reports in detail. | 14 |
| 7. | Prepare a sample resume. | 14 |