

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

Term-End Examination

December, 2016

00495

MFW-058 : BUSINESS COMMUNICATION - II

Time : 3 hours

Maximum Marks : 70

Note : Answer any *five* questions from Section A. Attempt
any *four* questions from Section B.

SECTION A

1. What is a presentation ? Explain how to make a presentation effective in a case study of leather accessory design. 10
2. What do you understand by 'Creativity' ? Explain with a case study in leather goods design. 10
3. Explain comprehension in detail. 10
4. Distinguish between oral and written communication. What are their advantages and disadvantages ? 10
5. Explain the role of misunderstanding in communication. 10

- 6. What is Conflict ? Discuss various sources of conflict.** *10*
- 7. What is Perception ? Explain it with suitable examples.** *10*

SECTION B

8. Write short notes on any *four* of the following : $4 \times 5 = 20$

- (a) Dreams and Goals
 - (b) Analytical Skills
 - (c) Research Skills
 - (d) Leadership Skills
 - (e) Flexibility in Decision-making
 - (f) Management Skills
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