

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

Term-End Examination

December, 2016

MFW-061 : BUSINESS COMMUNICATION - III

Time : 3 hours

Maximum Marks : 70

Note : Answer any **seven** questions. All questions carry equal marks.

1. What is the format of a business letter ? Discuss the various rules for writing a business letter. 10
2. Discuss the proper dress code and grooming norms for men and women in the corporate sector. 10
3. Describe the format of an effective business presentation. What care will you take to prepare a "punch-line" for the presentation ? 10
4. What is "role play" ? Discuss its purpose and its drawbacks. 10
5. What are the rules for writing a press release ? Explain in detail. 10

6. What is a "Presentation" ? Enumerate five ways for a presentation to be effective. 10
 7. What is a "Press release" ? What is its purpose ? 10
 8. List down the various roles in a group discussion. Select any one role from what you have listed and explain its traits. 10
 9. What is a "Caption" ? What is the criteria of a good caption ? 10
 10. What are the leadership qualities for an executive in the corporate world ? Discuss in brief with the help of suitable examples. 10
-