

**B.Sc. FOOTWEAR TECHNOLOGY (BSCFWT) /
B.Sc. FASHION MERCHANDISING AND
RETAIL MANAGEMENT (BSCFMRM) /
B.Sc. IN LEATHER GOODS AND ACCESSORIES
DESIGN (BSCLGAD)**

Term-End Examination

December, 2017

00291

BFW-006 : BUSINESS COMMUNICATION – I

Time : 3 hours

Maximum Marks : 70

Note : *Each question carries equal marks. Attempt any
seven questions.*

1. What are the 7 C's of Communication ? Discuss each one in detail. 10

2. What are the advantages and disadvantages associated with written communication ? 10

3. Explain the importance and purpose of business communication. 10

4. Write short notes on any **two** of the following : $2 \times 5 = 10$
- (a) Objectives of Communication
 - (b) Feedback in Communication
 - (c) Effectiveness of E-mail
5. Write a short essay on the importance of English in the corporate world. 10
6. What are the advantages and disadvantages of oral/spoken communication ? 10
7. Explain in detail the various processes of communication. 10
8. Discuss communication as a two-way process of exchanging information. Give suitable examples. 10
9. Define the term E-mail. What are the important guidelines you will observe while writing an e-mail for business purposes ? 10
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