

**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**

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**December, 2017**

**BFW-009 : BUSINESS COMMUNICATION – II**

*Time : 3 hours*

*Maximum Marks : 70*

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

1. What is Communication Skill ? Why is this important in business ? 10
2. What do you mean by good verbal communication ? What steps will you take to improve verbal communication ? 10
3. Describe different types of non-verbal communication. What does body posture, physical contact convey ? Explain with examples. 10

4. What are the points to be considered for becoming a successful public speaker ? Elaborate. 10
  5. What is the importance of humour in an effective presentation ? Give few examples. 10
  6. What are the fundamentals of good writing ? Explain each with appropriate examples. 10
  7. What is Business Correspondence ? Explain and discuss the essentials of a good business letter. 10
  8. Discuss the types and importance of visual aids in communication/presentation. 10
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