

**B.Sc. IN LEATHER GOODS AND ACCESSORIES
DESIGN (BSCLGAD)**

Term-End Examination

00371

December, 2017

BFW-061 : BUSINESS COMMUNICATION – III

Time : 3 hours

Maximum Marks : 70

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

1. Explain the essence of Business Communication Mix in a multinational business firm. 10
2. What do you understand by the term “Knowing your audience” ? How is it beneficial to the speaker ? 10
3. Explain the significance of “word of mouth” with the help of suitable examples. 10
4. What are the different issues that should be considered while delivering an effective presentation ? 10
5. What is Style ? What role does style play in business communication ? 10

6. Describe the paralinguistic features of non-verbal communication. 10
7. Discuss the benefits of doing a course in Public Speaking. 10
8. Describe five different types of visual aids. Explain the importance of visual aids in a presentation. 10
9. Why is it important to develop strong listening skills? Explain. 10
10. Write short notes on any **two** of the following : 2×5=10
- (a) Pronunciation and Pauses
 - (b) Video Conferencing
 - (c) Flip Charts
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