

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

Term-End Examination

December, 2017

00301

BFW-068 : BUSINESS COMMUNICATION – IV

Time : 3 hours

Maximum Marks : 70

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

1. What is meant by Noise in communication ?
What factors in the organisational environment cause noise ? 10
2. How do we formulate the structure of a presentation ? Explain with suitable examples. 10
3. What traits of the candidates of a group discussion are evaluated by the panelists ?
Elaborate your answer with suitable examples. 10
4. Define Written Communication. What are the points to be considered for effective written communication at your workplace ? 10

5. Discuss the importance of body language for success in an interview. *10*

 6. What is the difference between print and web-release ? How does the Internet, as an interactive medium, help a company for furnishing their information ? *10*

 7. “Cost of communication is high but cost of poor communication is higher.” Explain with suitable examples. *10*

 8. What are the different types of information which may be conveyed through a business communication ? *10*
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