

**B.Sc. RETAIL AND FASHION
MERCHANDISE (BSCRFM)**

Term-End Examination

December, 2017

00770

BFR-005 : BUSINESS COMMUNICATION-I

Time : 3 hours

Maximum Marks : 70

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

1. Describe various types of communication used in business, citing relevant examples. 14
2. What are the causes of communication barriers ?
How does it affect the communication process ?
Explain with suitable examples. 4+10=14
3. Explain the process of Listening. How can we improve our listening skills ? 14
4. Discuss the important components of a business presentation. 14

5. Write short notes on the following : *2×7=14*
- (a) Passive Listening
 - (b) 7 Cs of Communication
6. How can reading help us in improving communication ? Critically review a book you read recently. *7+7=14*
7. Write down ten adjectives, give their meanings and show their usage in sentences. *14*
-