

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

Term-End Examination

00810

December, 2017

BFR-011 : BUSINESS COMMUNICATION-II

Time : 3 hours

Maximum Marks : 70

Note : Attempt any five questions. Each question carries equal marks.

1. Explain the objectives and features of written communication. 14

2. Write a brief report to your store manager describing the events conducted in the store during the last 6 months and their impact on footfall and sales. 14

3. What information should be included in a resumé ? What are the common errors in writing a resumé ? 14

4. Write product descriptions for a business catalogue for any **four** of the following products : $4 \times 3 \frac{1}{2} = 14$

- (a) Sports Shoes
- (b) Men's T-Shirts
- (c) Necklace
- (d) Handbags
- (e) Watch

5. Write an e-mail to your subordinates working at a distant store, informing them about the visit of the national sales manager at their store and also asking them to plan a welcome event for the same. 14

6. Write short notes on the following : 2 \times 7 = 14

- (a) Benefits of Learning a Language
- (b) Ways to Improve Vocabulary

7. Write an email invitation to your prospective customers informing them about the opening of a new store. 14
