

**B.Sc. FASHION LEATHER ACCESSORIES
DESIGN (BSCFLAD)**

Term-End Examination

December, 2017

00310

BFR-031 : ENGLISH AND COMMUNICATION

Time : 3 hours

Maximum Marks : 70

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

1. Describe five different types of Visual Aids. Explain the importance of visual aids in a presentation. 10

2. Analyse the traits of all the candidates of a group discussion evaluated by panelists. Elaborate your answer with suitable examples. 10

3. Define Corporate Writing. What are the uses of corporate writing ? Give some suggestions for effective corporate writing. 10

4. Explain the importance of accent, intonation, and correct grammar in oral communication. 10
 5. What is 'Perception' in communication ? How does it help one in improving communication ? 10
 6. Describe the strengths and weaknesses of communication through e-mail. 10
 7. Why is clarity required more in written communication than in oral communication ? 10
 8. Briefly explain why audience analysis is important before writing a technical document. 10
 9. Discuss the different aspects of body language involved in public speaking. 10
 10. Write short notes on any **two** of the following : 5+5
 - (a) Group Discussion
 - (b) PowerPoint Presentation
 - (c) Extemporized Delivery of Speech
 - (d) Grapevine
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