

**M.Sc. FOOTWEAR TECHNOLOGY (MSCFWT)/
M.Sc. FASHION MERCHANDISING AND
RETAIL MANAGEMENT (MSCFMRM)/
M.Sc. VISUAL MERCHANDISING AND
COMMUNICATION DESIGN (MSCVMCD)**

00390

Term-End Examination

December, 2017

MFW-004 : COMMUNICATION SKILLS – I

Time : 3 hours

Maximum Marks : 70

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

1. Explain the process of communication through a diagram depicting the essential components of the process. 10
2. In what situations will communication through an e-mail be more effective than communication through telephone ? 10
3. How will you prepare yourself for a face-to-face conversation with a very important client who is upset with you on some matter ? 10

4. Do you think it is easier to prepare and make a presentation as a team than individually ? Justify your point of view. 10
 5. Narrate a specific incident in which listening has proved helpful to you and another in which poor listening harmed you to some extent. 10
 6. How is cross-cultural communication increasingly becoming relevant in the times of globalization ? 10
 7. What are the key points one should remember while making an effective written communication ? 10
 8. What role does a team member have in a group discussion ? What traits of a candidate are evaluated by the panelist of a group discussion ? Elaborate your answer with suitable examples. 10
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