

**M.Sc. FASHION MERCHANDISING AND
RETAIL MANAGEMENT (MSCFMRM)/
M.Sc. IN LEATHER GOODS AND
ACCESSORIES DESIGN (MSCLGAD)**

00180

Term-End Examination

December, 2017

MFW-014 : BUSINESS COMMUNICATION – I

Time : 3 hours

Maximum Marks : 70

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

1. Explain the process of business communication with the help of suitable examples. 14
2. What are the various types of reports ? Explain with suitable examples. 14
3. Explain the techniques of cross-cultural communication, with reference to cross-culture differences and its effects on business communication. 14
4. How will you create a business presentation ?
How can you manage stage fright ? 14

5. What is meant by Group Discussion ? Discuss the merits and demerits of group discussion. 14
 6. What is conflict ? Explain the sources of conflict and its effects in an organisation. 14
 7. What is a 'Questionnaire' ? Discuss the important guidelines to be kept in mind while designing an effective questionnaire. 14
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