

**M.Sc. IN LEATHER GOODS AND
ACCESSORIES DESIGN (MSCLGAD)**

Term-End Examination

00270

December, 2017

MFW-058 : BUSINESS COMMUNICATION – II

Time : 3 hours

Maximum Marks : 70

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

1. Describe the various techniques of effective communication. 10

2. "To be persuasive, do not talk slow or fast."
Justify the statement with suitable examples. 10

3. How would you structure your presentation ? 10

4. What is Interpersonal Behaviour ? Why is it important in an organisation ? 10

5. "Paralinguistics is concerned with how words are spoken, i.e., the volume, the intonation, the speed, etc." Elaborate with the help of suitable examples. 10

 6. What is "Noise" in communication ? What factors in the organisational environment cause noise ? 10

 7. What advantages does oral presentation have over written presentation ? Describe some of the situations that require oral presentation. 10

 8. Write down the guidelines for the effective use of an e-mail. 10
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