

**M.A. IN FASHION RETAIL MANAGEMENT**

**Term-End Examination**

**June, 2012**

**MFM-029 : BUSINESS COMMUNICATION**

*Time : 3 hours*

*Maximum Marks : 100*

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**Note :** (i) Attempt *any five* questions.

(ii) All questions are of **20** marks each.

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1. Evaluate this comment "I am not going to simplify my writing for my readers. That would be talking down to them. Plus, if they can't understand clear English, that's their problem." **20**
2. "Topic sentences merely repeat what the other sentences in the paragraph say. As they serve only to add length, they should be eliminated." Discuss. **20**
3. "I use the words that communicate the message best. I don't care whether they are negative or positive". Discuss. **20**
4. Discuss the reasons for email's phenomenal growth. **20**

5. "Explanations in inquiries merely add length and should be eliminated". Discuss. 20
  
  6. Is there justification for positive writing in a message refusing credit? You are not going to sell to the reader, so why try to maintain goodwill. 20
  
  7. Think of a television, radio, print, email, or Internet sales message or persuasive request that you regard as especially effective. Explain why you think it was well designed? 20
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