

**B.Sc. Footwear Technology (BSCFWT)/
B.Sc. Fashion Merchandizing and Retail
Management (BSCFMRM)/B.Sc. Leather Goods
And Accessories Design (BSCLGAD)**

Term-End Examination

June, 2013

BFW-006 : Business Communication-I

Time : 3 hours

Maximum Marks : 70

*Note : Attempt **any five** questions from Part-A, **any three** questions from Part-B and Part-C is **compulsory**.*

PART-A

(Any five)

1. Define noun, verb and adjectives with examples. 5
2. What are the 7C of Communication ? 5
3. What do you mean by "Listening Skills" ? Explain with the help of suitable examples. 5
4. What is a Business Letter ? Explain various types of Business Letters. 5
5. Distinguish between media and channel. 5
6. Discuss the stages in Communication cycle. 5

PART-B

(Any three)

7. Briefly explain the advantages, types and objectives of Communication. 10
8. Explain the different types of barriers in Communication. 10
9. What channels will you consider during Business Communication ? Why ? 10
10. What are the errors in Business Writing ? Give five examples. 10

PART-C

11. What are the Principle of effective communication ? Explain the impact of Information Technology and Internet on it. 15
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