

**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-009 : BUSINESS COMMUNICATION - II

Time : 3 hours

Maximum Marks : 70

Note : All quesitons carry equal marks. Answer any seven questions.

1. Define 'Communication'. State its functions and importance. 10
2. List out the 7Cs of communication as enunciated by Cutlip, Center and Broom. Discuss each of them with relevant example. 10
3. Discuss different types of communication in an organisation. Support your answer with suitable examples. 10
4. What are the fundamental of good writing and explain each with appropriate example. 10
5. Describe the essential features of a good research report. Give suitable examples. 10

6. What is business correspondence ? Explain and discuss the essentials of a good business letter. 10
7. What do you understand by a Memo ? Discuss the forms and guidelines for writing an Memo. 10
8. What is oral communication ? Explain the features of effective oral communication in detail with relevant example. 10
9. Write short notes on *any two* 10
- (a) Facial expression
 - (b) Appearance
 - (c) Enthusiasm
 - (d) Gestures
10. Discuss the types and importance of visual aids in communication / presentation. 10
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