

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

**Term-End Examination**

**June, 2013**

**MFW-061 : BUSINESS COMMUNICATION - III**

*Time : 3 hours*

*Maximum Marks : 70*

*Note : Attempt any 7 questions. All questions carry equal marks.*

1. Define Oral Communication. Explain the effective ways to make good oral communication. 10
2. Describe presentation. Enumerate 5 ways to a presentation effective. 10
3. What is audience analysis ? What is the importance of doing an audience analysis ? 10
4. What is a Press release ? What is its purpose ? 10
5. What are the skills tested in a group discussion ? 10
6. List the various roles in a group discussion. Select one role from what you have listed and explain its traits. 10

7. How can one equip oneself to face interview effectively ? 10
  8. What is a caption ? What is the criteria of a good caption ? 10
  9. Discuss content layout in presentation. 10
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