

**BACHELOR OF ARTS FASHION DESIGN/
BACHELOR OF ARTS FASHION
MERCHANDISING AND PRODUCTION
(BAFD/BAFMP)**

Term-End Examination

June, 2013

BFD-010 : COMMUNICATION SKILLS

Time : 3 hours

Maximum Marks : 100

Note : All questions are compulsory.

1. What is Communication ? Describe the communication cycle and elaborate on any two elements of it. 20

2. Explain the following with examples (*any three*) : 5+5+5=15
 - (a) Feedback
 - (b) Gestures
 - (c) Laswell's Maxim
 - (d) Diclion
 - (e) Eye contact
 - (f) Mannerisms

3. Distinguish between (*any three*) : 3x5=15
 - (a) Visual and Audio - Visual Communication
 - (b) Print and Electronic Media

- (c) Verbal Oral and Verbal Written Communication
- (d) Pigeon Post and Postal Service
4. Define Noise. What are the Barriers to communication ? Describe any three with examples. 15
5. What are the factors contributing to good verbal communication ? 15
6. Differentiate between Formal and Informal Communication with examples. 15
7. Choose the correct answers : 3x1=3
- (a) Communication between colleagues of equal rank is :
- (i) Horizontal
 - (ii) Vertical
 - (iii) Diagonal
 - (iv) Circular
- (b) A sign of lack of interest is when :
- (i) The listener stares at you
 - (ii) The listener gazes at the ceiling
 - (iii) The listener looks down
 - (iv) The listener makes eye contact with you
- (c) You would end a formal letter with :
- (i) Love
 - (ii) Goodbye
 - (iii) Best Regards
 - (iv) Take Care

8. Write Synonyms for :

$\frac{1}{2} \times 4 = 2$

- (a) Cloudy
 - (b) Early Morning
 - (c) Happy
 - (d) Serious
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