

**M.A. IN FASHION RETAIL MANAGEMENT
(MAFRM)**

Term-End Examination

June, 2013

MFM-029 : BUSINESS COMMUNICATION

Time : 3 hours

Maximum Marks : 100

Note : Attempt any 5 questions.

1. What are the various barriers in effective listening ? How can they be overcome ? 20
2. Why is the informal channel called 'grapevine' ? How can it be used effectively by a smart manager ? 20
3. Describe the different types of reports. How will you go about making a good report ? 20
4. Which strategy is best in a message refusing a request when the reasons for refusal are strictly in the writer's best interest ? 20
5. Discuss the comment 'Long involved sentences tend to be difficult to understand. Therefore, the shorter the sentence, the better'. 20

6. Write short notes on *any 4* of the following : 4x5=20
- (a) Importance of non - verbal communication
 - (b) Effective report writing
 - (c) Courtesy
 - (d) Elements of communication
 - (e) Feedback
7. Write an SMS to your boss advising him that you 20
are unable to attend a very important meeting
scheduled for today and state why ?
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