

**B.Sc. IN LEATHER GOODS AND ACCESSORIES
DESIGN (BSCLGAD)**

Term-End Examination

00274

June, 2014

BFW-061 : BUSINESS COMMUNICATION – III

Time : 3 hours

Maximum Marks : 70

Note : *Attempt any seven questions. Each question carries equal marks.*

1. What do you mean by “Know your audience” ?
How is it beneficial ? 10
2. What makes your presentation effective ? How
can you improve it ? 10
3. Discuss the different aspects of body language
involved in public speaking. 10
4. Explain five different types of visual aids.
Explain the importance of visual aids in a
presentation. 10
5. Write short notes on the following with respect
to presentation skills : 10
 - (a) Body language
 - (b) Finish at time
 - (c) Answering the question

- 6.** What do you mean by the term Interview ? Write its purposes and importance. *10*
 - 7.** What is style ? What is its role in business communication ? *10*
 - 8.** Why is communication the “life-blood” of a business organisation ? *10*
 - 9.** What is “Listening” ? Explain the different types of listening. *10*
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