

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

Term-End Examination

00003

June, 2014

BFW-068 : BUSINESS COMMUNICATION – IV

Time : 3 hours

Maximum Marks : 70

Note : Attempt any seven questions. All questions carry equal marks.

1. How would you define written communication ?
What are the points to be considered for effective written communication at your workplace ? 10
2. Mention the importance of accent, intonation and correct grammar in oral communication. 10
3. Discuss the importance of body language for your success in an interview. 10
4. Briefly explain why audience analysis is important before writing a technical document. 10
5. Enlist various equipment used for graphic aids in an oral presentation. Write their advantages and disadvantages briefly. 10
6. What is 'perception' in communication ? How does it help you in improving communication ? 10

7. What is a "Caption" ? What are the points to consider while drafting a good caption ? 10
 8. Discuss the importance of self-confidence for an effective communication. 10
 9. What is the difference between print and web-release ? How does the Internet as an interactive medium, help a company for furnishing its information ? 10
 10. "Cost of communication is high but cost of poor communication is higher." Explain with suitable examples. 10
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