

**M.Sc. FASHION MERCHANDISING AND  
RETAIL MANAGEMENT (MSCFMRM)/  
M.Sc. IN LEATHER GOODS AND  
ACCESSORIES DESIGN (MSCLGAD)**

**Term-End Examination**

00346

**June, 2014**

**MFW-014 : BUSINESS COMMUNICATION – I**

*Time : 3 hours*

*Maximum Marks : 70*

---

**Note :** Answer any **seven** questions. All questions carry equal marks.

---

---

1. Define 'Communication'. Discuss the value of an effective communication in term of human as well as business environment. 10
  
2. Write short notes on any **two** of the following : 10
  - (a) Upward Communication
  - (b) Downward Communication
  - (c) Horizontal Communication
  - (d) 'Grapevine'
  
3. What are the essential characteristics of a good writing ? Explain with appropriate examples. 10

4. Define "Claim letter". Discuss the important features of it with suitable examples. 10
  5. Define verbal communication. Explain the characteristics of the verbal communication with suitable examples. 10
  6. Write short notes on any *two* of the following : 10
    - (a) Articulation
    - (b) Speaking Rate
    - (c) Vocabulary
  7. Define 'Visual Aids'. Discuss the types and importance of visual aids in a presentation. 10
  8. Describe the essential features of a good research report with suitable examples. 10
  9. Prepare a public speech in which you (the local MP) have been invited to inaugurate a primary school in your constituency. 10
  10. Discuss the obstacles in the process of communication with suitable examples. 10
-