

**M.Sc. IN LEATHER GOODS AND
ACCESSORIES DESIGN (MSCLGAD)**

00197 Term-End Examination

June, 2014

MFW-058 : BUSINESS COMMUNICATION - II

Time : 3 hours

Maximum Marks : 70

Note : All questions are compulsory.

1. Explain the following with the help of suitable examples : 6×5=30
- (a) Importance and features of a business letter
 - (b) 7 C's of communication
 - (c) Role of communication in business and barriers encountered
 - (d) Types of communication
 - (e) Group discussion
 - (f) Importance of body language in an interview

- 2. Write short notes on the following :** *5×4=20*
- (a) Internal communication and its importance
 - (b) Comprehension
 - (c) Business Communication
 - (d) Importance of case study
 - (e) Communication process
- 3. Describe the types of report and elements of a report.** *10*
- 4. What do you understand by oral communication ?
Give suitable examples.** *10*