

**B.Sc. FOOTWEAR TECHNOLOGY (BSCFWT) /
B.Sc. FASHION MERCHANDISING AND
RETAIL MANAGEMENT (BSCFMRM) /
B.Sc. IN LEATHER GOODS AND ACCESSORIES
DESIGN (BSCLGAD)**

00206 Term-End Examination

June, 2016

BFW-006 : BUSINESS COMMUNICATION – I

Time : 3 hours

Maximum Marks : 70

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

1. Explain the importance of non-verbal communication in context of verbal communication. Give suitable examples. 10

2. What is the difference between the following pairs of words ? $4 \times 2 \frac{1}{2} = 10$
 - (i) Beside and Besides
 - (ii) Can and May
 - (iii) Except and Expect
 - (iv) Effect and Affect

3. Explain the various barriers to listening with suitable examples. 10

4. Explain each step in the process of communication. Explain the importance of feedback in communication. 10
 5. Explain the importance of haptics and paralanguage in communication. 10
 6. Explain any five bad telephone practices that you have heard about or experienced. 10
 7. Distinguish between the following : 5+5
 - (i) Formal and Informal communication
 - (ii) Upward and Downward communication
 8. Discuss the importance of visual aids in a presentation. What would you do if somebody in the audience asks too many questions ? 10
 9. Explain five situations in which spoken communication is more desirable than written communication. 10
 10. Write short notes on the following : 5+5
 - (i) Purpose of communication
 - (ii) Face-to-face communication
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