

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

Term-End Examination

June, 2016

00056

BFW-009 : BUSINESS COMMUNICATION – II

Time : 3 hours

Maximum Marks : 70

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

1. What are the various types of reports ? 10
2. The best form of listening is a combination of empathetic and active types. Discuss with the help of a suitable example. 10
3. Assume that you are the Human Resource Manager of ABC Ltd. Write a letter to the employees conveying that the office timings have changed. 10
4. What is the importance of grapevine in an organisation ? Explain with examples. 10

5. Comment on the importance of audio-visual aids in presentations. 10

 6. Describe a situation where you had a communication breakdown because of psychological barrier. How could you have handled it better? 10

 7. What are the advantages of face-to-face communication? 10

 8. Write a short note on bad-news letters. 10

 9. Differentiate between notices and circulars. 10
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