

**M.Sc. FOOTWEAR TECHNOLOGY (MSCFWT)/
M.Sc. FASHION MERCHANDISING AND
RETAIL MANAGEMENT (MSCFMRM)/
M.Sc. VISUAL MERCHANDISING AND
COMMUNICATION DESIGN (MSCVMCD)**

Term-End Examination

June, 2015

00320

MFW-004 : COMMUNICATION SKILLS - I

Time : 3 hours

Maximum Marks : 70

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

1. Explain the process of communication through a diagram depicting the essential components of the process. 10

2. Narrate a specific incident in which listening proved helpful to you and another in which poor listening harmed you to some extent. 10

3. In which types of situations will communication through an e-mail be more effective than communication through telephone ? 10

4. How is cross-culture communication increasingly becoming relevant in the times of globalization ? 10
 5. How will you prepare yourself for a face-to-face conversation with a very important client who is upset with you on some matter ? 10
 6. Explain the various types of listening with suitable examples. 10
 7. Do you think it is easier to prepare and make a presentation in a team than individually ? Why or Why not ? 10
 8. What important points about choice of words and sentence construction must you keep in mind for effective verbal communication ? 10
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