

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

00484

Term-End Examination

June, 2015

MFW-014 : BUSINESS COMMUNICATION – I

Time : 3 hours

Maximum Marks : 70

Note : *This question paper is divided into **three** sections.
All sections are **compulsory**.*

SECTION A

*This section contains eight questions. Attempt any **six**. All questions carry equal marks.*

1. (a) Explain the techniques of cross-culture communication by describing the problems of cross-culture differences and its effects on business communication. 5

- (b) What is conflict ? Describe the sources of conflict and their effects. 5

- (c) What is a presentation ? How can you make it effective ? Describe how they are evaluated. 5
- (d) What is group discussion ? Describe the merits and demerits of group discussion. 5
- (e) "Good listeners, listen with their faces." Discuss. How can you make your listening more effective in front of the speaker ? 5
- (f) What do you understand by misunderstanding in communication ? Explain the various ways to deal with the causes of misunderstanding. 5
- (g) What do you understand by oral and written communication ? Describe the advantages and limitations of both. 5
- (h) What is creativity ? Explain with suitable examples. 5

SECTION B

This section contains twelve questions. Attempt any ten. All questions carry equal marks.

2. (a) Write the definitions of all types of interpersonal behaviour. 3
- (b) Explain comprehension. 3
- (c) Explain how one should handle group discussions. 3
- (d) Explain the types of perception. 3
- (e) What are the 7 C's of communication ? Explain. 3
- (f) Explain the principle of effective communication and the impact of information technology on communication. 3
- (g) How can one build confidence in public speaking ? Explain. 3
- (h) What do you understand by multicultural sensitivity/awareness ? Explain. 3
- (i) Define communication. Explain the process of communication. 3
- (j) Are planning and organizing very important ? If yes, why ? 3
- (k) What are skills ? Name few skills which can be inculcated. 3
- (l) What are the tips for effective public speaking ? 3

SECTION C

3. Write short notes on any *two* of the following :

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| (a) | The Burden of Shyness | 5 |
| (b) | Flexibility and Adaptability | 5 |
| (c) | Analytical and Research Skills | 5 |
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