

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

**Term-End Examination**

**June, 2015**

**00236**

**MFW-061 : BUSINESS COMMUNICATION - III**

*Time : 3 hours*

*Maximum Marks : 70*

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

1. Briefly explain why audience analysis is important before writing a technical document. 10
2. What do you understand by assessment of speaking environment in an oral presentation ? 10
3. What are the guidelines for effective Public Speaking and Group Discussion ? 10
4. What do you understand by Body Language ? Explain the different types of Body Languages. 10
5. Communication is the lifeblood of a business organisation. Explain with the help of suitable examples. 10
6. Why is it important to develop strong listening skills ? 10

7. What is the purpose of an employment offer letter ? Suppose you got an employment offer from GUCCI Fashion and Designers Company, London. Will you accept or reject it ? Justify your answer. 10
  8. What do you mean by extempore ? What are the methods used to make an extempore effective ? 10
  9. What do you mean by role play in the context of business communication ? What objectives are met with a role play ? Elaborate with examples. 10
  10. What are the qualities required to be an effective technical writer in a corporate company ? 10
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