

**M.Sc. IN FOOTWEAR TECHNOLOGY
(MSCFWT)**

**Term-End Examination
June, 2011**

00953

MFW-032 : COMMUNICATION SKILL - II

Time : 3 hours

Maximum Marks : 70

Note : All questions are compulsory.

1. Answer *any four* questions. **4x5=20**
- (a) What is communication skill ? Why is this important in business ?
 - (b) What do you mean by good verbal communication ? What steps will you take to improve verbal communication ?
 - (c) Describe different types of non verbal communication. What does body posture and physical contact convey ? Describe them.
 - (d) Define sender oriented barrier in communication. How can it be improved ?
 - (e) Write a sample business letter where you have to order raw leather for 100 pairs of shoes.

2. Answer *any four* questions. 4x5=20

- (a) What is intonation ? Why it needs to be practiced during public speech ?
- (b) What rules that you need to follow and observe before you deliver a public speech ?
- (c) What steps will you take to improve your content ?
- (d) What are those four yard sticks with which we are evaluated during public speaking ?
- (e) If the public is spell bound by your delivery, what are the causes ?
- (f) What steps will you take to improve your vocabulary ?

3. Write business letters on **any two** of the following topics : 2x10=20

- (a) Application letters (you are acknowledging your HR for the request you made for the salary advance)
- (b) Inquiry letter (write a letter to company Telco Ltd requesting them to send quotation of different service products)
- (c) Order letter (you are placing purchase order of 100 pair of shoes with X Y Z Pvt Ltd)

4. Write an essay of **150** words using 7C's of **10** communication, on a topic of your own choice.
