

00624

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

Term-End Examination

June, 2011

MFW-058 : BUSINESS COMMUNICATION - II

Time : 3 hours

Maximum Marks : 70

Note : All questions are compulsory.

1. Answer any *five* of the following : 5x5=25
- (a) What is communication skill ? Why is this important in business ?
 - (b) What is the meaning of the term "Feed back" in business communication ?
 - (c) What do you mean by good verbal communication ? What steps will you take to improve verbal communication ?
 - (d) How many types of communication are there ? What are they ?
 - (e) Describe different types of non-verbal communication.
 - (f) Define sender oriented barrier in communication. How can it be improved ?
 - (g) What are the distinctive features of public speaking ?
 - (h) Write a business letter placing an order for raw leather for 100 pairs of shoes.

2. Answer any *three* of the following : **3x5=15**
- (a) What rules that you need to follow and observe before you deliver a public speech ?
 - (b) Name four yardsticks with which we are evaluated during presentation.
 - (c) What steps will you take to improve your vocabulary ?
 - (d) What are the secrets of a star presentation ?
3. Write a business letter on any *two* of the following **20** topics :
- (a) Appreciation letter (you are acknowledging your HR for the request you made for drawing advance of the salary).
 - (b) Complaint letter (usage of foul language/s in your team)
 - (c) Inquiry letter (any telecom company requesting them to send quotation of different service product/s.)
 - (d) Resignation letter.
4. Choose a topic of your choice and write an essay **10** of **150** words recollecting 7C's of communication.
-