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Total No. of Pages : 02

Total No. of Questions : 07

M.Sc.(Fashion Marketing Management) (2015 to 2017) (Sem.–3)

BUSINESS COMMUNICATION

Subject Code : MSc.FMM-309

Paper ID : [A3191]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTIONS-B consists of THREE Sub-sections : Units-I, II & III.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Attempt any FOUR questions, ONE from each Sub-section and fourth from any sub-section.

SECTION-A

Q1 Answer briefly :

- a. What is formal communication?
- b. Discuss the role of receiver in communication.
- c. Define the components of a sales letter.
- d. Role of communication in negotiation.
- e. What are the modes of business communication?
- f. What is communication?
- g. Differentiate between upward and downward communication.
- h. Define kinesics.
- i. What is intrapersonal communication?
- j. Define adjustment letters.

SECTION-B

UNIT I

- Q2. Explain in detail the procedure for writing a resume.
- Q3. Discuss the various functions of communication.

UNIT II

- Q4. Give the various essentials of communication in brief.
- Q5. Explain the factors affecting group communication.

UNIT III

- Q6. Explain the various barriers to Communication.
- Q7. Draft a personal Resume for a job of a manager at a hotel.