#### www.FirstRanker.com

Roll No.							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:**

- 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.

1 | M - 72118 (S26)-2199



## **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.

**2** | M - 72118 (S26)-2199