

## V31/BFD104/EE/20160523

Time : 3 Hours

Marks : 80

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### Instructions :

1. All Questions are Compulsory.
  2. Each Sub-question carry 5 marks.
  3. Each Sub-question should be answered between 75 to 100 words. Write every questions answer on separate page.
  4. Question paper of 80 Marks, it will be converted in to your programme structure marks.
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1. Solve any **four** sub-questions.
  - a) Why is communication called a two-way process? 5
  - b) Name three mechanical devices for nonverbal communication. 5
  - c) Explain the importance of Feedback. 5
  - d) What is meant by nonverbal communication? 5
  - e) State the advantages of oral communication. 5
  
2. Solve any **four** sub-questions.
  - a) Explain the process of communication. 5
  - b) Prepare a brief advertisement with picture to announce the opening of your boutique. 5
  - c) Prepare letterhead for your boutique. 5
  - d) Describe a suitable uniform for a receptionist in a hotel in Jaipur. 5
  - e) Sketch an outfit for a bridegroom and recommend the material to be used with reasons. 5

3. Solve any **four** sub-questions.
- a) Write to your regular supplier of buttons inquiring about a new range of designer buttons in brass for denim. 5
  - b) The bolt of blue polyester you have received is wrong shade. Return it with a letter to the supplier. 5
  - c) Explain to the client why you cannot exchange. The blue kurta she has returned in a faded condition. 5
  - d) Draft a letter asking for a sponsorship for your college fashion show. 5
  - e) Two students were injured at a workshop they attended. Write a format report from the supervisor. 5
4. Solve any **four** sub-questions.
- a) What are the types of business letters? 5
  - b) What is Vertical communication? 5
  - c) Write a note on 'Legan and Berlo' with diagram. 5
  - d) Write a short paragraph on "Diversity in Indian Food." 5
  - e) What are the merits and demerits of communication. 5

