

2316

25

Class – M.Sc (F.D.) SEM. IV

Subject – Communication Skills

Paper – Compulsory

Time Allowed : 3 hrs.

Maximum Marks : 50

Note:(1) Attempt all questions.

(2) All parts of a question should be attempted at one place in a sequential order.

1. What do you understand by Video conferencing? Discuss its application in Business Management and Marketing. 8
2. What are the features of report writing? Give the detailed structure of a technical report.

Or

Write a report on the possibility of starting a new unit of a textile factory to produce readymade garments.

12

3. What are the characteristic features of an effective e-mail writing?

Or

You are the manager of Ramada Hotel Jalandhar. You have to arrange a meeting at 5 p.m. tomorrow to discuss preparations for the Indo-Pak Fashion Exhibition being held in your hotel. Send an e-mail to all staff members (the e-mail address is ramadajal@yahoo.com) telling them:

- (a) where the meeting will be
- (b) at what time

- (c) what the meeting is about 5
4. Prepare an advertisement for a cold cream to be published in a weekly magazine, you being the Marketing Manager of a company. Mention the necessary details and benefits of the usage of the product. 5
5. You have done your M.Sc. (F.D and Merchandising). Prepare your resume for the Job in an Export House. 10
6. Give the meanings of any 5 fashion terms :
- Vogue
 - Dandy
 - Pliable
 - Art Nonveau
 - Merchandise
 - Rag business/Rag Trade 10
