

Exam. Code : 217501

Subject Code : 5526

M.Sc. Fashion Designing & Merchandising 1<sup>st</sup> Semester

**COMMUNICATION SKILLS IN ENGLISH**

**Paper—VI**

Time Allowed—Three Hours] [Maximum Marks—50

**Note** :—Candidates are to attempt **FIVE** questions, **ONE** from each Section. **Fifth** question may be attempted from any Section. All questions carry equal marks.

**SECTION—A**

1. What is Communication ? Explain the basic forms of Communication. 10
2. Explain the essentials of Effective Communication. 10

**SECTION—B**

3. Discuss reading purposes, its several kinds and reading tactics. 10
4. Write a Precis of the following passage and give it a suitable title :

There is often an inadequate understanding or erroneous impression of the role of government in the management of the public sector. It is to be clarified that it is not that of a fifth wheel in the whole set-up.

It is complementary to the functions of the management of the public sector corporations and, at the same time, effective and consonance with discharging its obligation of accountability of the public sector.

It is also the government's primary responsibility to ensure that the public sector units are run in accordance with the overall government policies, objectives and goals set for the undertakings and that they continue to improve their performance. It must, therefore, prescribe the yardsticks for judging their performance and must have the necessary inflow in information to monitor and evaluate their progress to predetermined indices.

In order to do so, government has rightly retained the right to appoint the chief executives on the Board of directors of public sector companies. Furthermore, it has its nominee director on the Board to ensure that important policy decisions conform to government policies.

Likewise, it is for government to formulate policies of a national character and it has to have an effective say in the overall policies of labour relations, in the matter of wages and incentives and in the system and modalities of recruitments, research and development, import and transfer of technology, import of equipment and so on. But all this is not to usurp the role of management in these companies but to help and supplement their efforts within the overall national policies.

It is in this context, drawing on my own experience in government in so far as the Department of Heavy industry is concerned, that we took a decision in the very beginning to professionalise the management of public sector undertakings within our purview, at the same time giving them a reasonably long period to prove their performance, and thus, giving them a sense of stability and involvement.

We also set up a management information system in our department to accord with our functions and responsibilities so that problems and difficulties could be anticipated or detected in time for remedial measures rather than be confined to post-mortem.

I am glad to say that the present working relationship between the public sector undertakings and the government is such that each one understands, appreciates and respects the other's role and responsibilities and it has given rise to a mutual feeling of trust and interdependence.

The public sector units can have no occasion to say that directives are issued by government sitting in any ivory tower. They have the confidence that their difficulties and problems are appreciated and that they can always look to government for such legitimate assistance as they may require. (464 words) 10

**SECTION—C**

5. You are a sales correspondent working for Hindustan Steel Furniture, Lalbagh, Mumbai. Write a sales letter about steel tables to The Principal, College of Commerce, New Delhi. 10
6. Write a letter to the manager of a factory, asking permission for a party to visit the factory. 10

**SECTION—D**

7. Write an article on the topic 'Changing Trends in Fashion Today'. 10
8. Write an article on the topic 'My Future as a Designer'. 10