

MSE

MFT1104T: COMMUNICATION SKILLS

Time Allowed: 3 hours.
Pass Percentage: 40%

External Examination: 36
Internal Assessment: 14
Max. Marks: 50

Course Objectives:

- Communication skills are vital for networking with industry professionals, potential collaborators, and mentors.
- Students will be able to communicate effectively with consumers to understand their needs, preferences, and feedback.

Course Outcomes -

- Students should be able to understand how to build and promote fashion brands through strategic marketing and public relations.
- Students should be aware of the importance of representing diverse communities and perspectives in their communication.

INSTRUCTIONS FOR THE PAPER SETTER

The question paper will consist of three sections A, B and C. Each of sections A and B will have four questions from the respective sections of the syllabus and each question carry 06 marks. Section C will consist of one compulsory question having 06 short-answer typed questions carrying 2 marks each covering the entire syllabus uniformly.

INSTRUCTIONS FOR THE CANDIDATES

Candidates are required to attempt two questions each from section A and B of the question paper and the entire section C.

SECTION – A

- Communication its meaning and importance.
- One way and two way communication.
- Essentials of Good communications.
- Methods of communication, Oral, Written and Non-verbal.
- Barriers of communication, Techniques of overcoming Barriers.
- Concept of effective communication.
- All forms of written communication including – drafting reports, notices, agenda notes, business correspondence, preparation of summaries and précis, telegrams, circulars, representations, press release and advertisements.
- Telephonic communications, Essentials of technical report writing, Defect reporting, Analysis and how to make suggestions, writing personal resume and application for a Job, Techniques of conducting Group Discussions, International Phonetics of Alphabets and Numeric

Dr.....

Mr.....

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Dr.....

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SECTION – B

- Basic parts of speech – Noun, pronoun, verb, adjective, adverb, preposition, article and Conjunction.
- Active & passive voice, paragraph writing, précis, translation (from vernacular to English & English to vernacular).
- Correct word usage – Homonyms, Antonyms and Synonyms.
- Writing applications – for business (e.g. applying for a loan, salary advance, refund etc).
- Job application.
- Importance of non-verbal communication – positive gestures, symbols and signs.
- Physical appearance and the art of self-presentation & conduct.
- Importance of good communication in fashion world.
- Fashion vocabulary.

Recommended Book and Suggested Readings:

Gupta C.V. Business Communication and Customer Relations, Sultan Chand and Sons
Pal Rajender and Korlahalli J.J., Essentials of Business Communications, Sultan chand and sons.

Chaturvedi, P.D., Business Communication, Pearson Publication

Jain, V.K. and Biyani Om Prakash, Business Communications, Sultan chand & company

Ltdmsec ft & pgddt

Mohan, Krishna and Beerjee, Meera, Developing Communication Skills, Macmillan Press

Teaching Learning Activities:

- Assignments: Class assignments focus on a strong foundation of conceptual knowledge, better understanding of the subject and development of problem-solving skills.
- Guest lecturers: Guest lectures are conducted for overall development of students and a strong foundation of the subject.
- Quizzes: Quizzes are organised to build the bridge between theoretical and practical applications of the learned concepts.
- Group discussions: Group discussions are conducted to develop and boost the self confidence, comparative aptitude and enhance the problem solving skills, seminars will be conducted for overall personality development for interviews and class teaching which will help them for the placement

Dr.....

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