

**B. B. A. (SERVICES MANAGEMENT)
(B. B. A. S. M.)**

**Term-End Examination
December, 2020**

BSMA-002 : COMMUNICATION AND SOFT SKILLS

Time : 2 Hours

Maximum Marks : 50

Note : All questions are compulsory.

1. Answer all questions. Each question carries 1 mark.
 - (a) The simple communication model consists of a, message and
 - (b) Interpersonal communication, also known as communication, is not merely interacting with someone, but treating the other person as a human being.
 - (c) A is a group of two or more persons gathered for the purpose of achieving a common goal through verbal interaction.
 - (d) is the type of communication that is made on the basis of written words, charts, graphs, diagrams, reports, pictures etc.

- (e) Which of the following is not a type of visual communication ?
- (i) Overhead Transparencies
 - (ii) Videos
 - (iii) Paper Handouts
 - (iv) Audio Tapes
- (f) communication is a successful combination of words, pictures, photos, symbols and signs.
- (g) is often seen as the awareness of an individual about their own internal states as well as the events taking place around them.
- (h) Decision-making aims to select the best alternative that cannot contribute significantly to organizational objectives.
- (i) True
 - (ii) False
- (i) refers to understanding one another.
- (j) Those with strong emotional intelligence can understand both themselves and other's 'hidden' needs.
- (i) True
 - (ii) False

2. Answer any *five* of the following in about **100** words each. Each question carries 2 marks.

$$5 \times 2 = 10$$

- (a) What do you understand by the term 'Feedback' ?
 - (b) Distinguish between group discussion and panel discussion.
 - (c) Explain the meaning of E-mail.
 - (d) What are benefits of emotional intelligence ?
 - (e) What are organisational goals and why are they important ?
 - (f) How is workplace flexibility advantageous ?
 - (g) What are the guiding principles for establishing good interpersonal relationships ?
 - (h) What is Cooperation ?
3. Answer any *four* of the following in about **250** words each. Each question carries 5 marks.

$$4 \times 5 = 20$$

- (a) Describe the characteristics of a good written communication.
- (b) How can you conquer the fear of speaking in public ?
- (c) Discuss Goleman's five components of Emotional Intelligence.

- (d) What do you mean by awareness ? Discuss the types of awareness.
 - (e) How can one improve his/her Self-Management skills ?
 - (f) Define time management and discuss any *three* time management techniques.
4. Answer any *one* question in **500** words. 10
- (a) Explain the meaning of Customer Relationship Management (CRM). How is CRM beneficial to a Company ?
 - (b) Who is a sensitive person ? What are the characteristics of a highly sensitive person ?