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BSM-003

**B.B.A. (SERVICES MANAGEMENT)
(BBASM)**

**Term-End Examination
December, 2020**

BSM-003 : WRITTEN COMMUNICATION SKILLS

Time : 2 Hours

Maximum Marks : 50

Note : Answer all questions.

1. (I) Fill in the blanks : 4
- (a) A is an official letter sent by an organisation to obtain the large-scale goods and services required.
- (b) is usually a test of topics that needs to be discussed in a meeting.
- (c) is the theft of intellectual property.
- (d) A is usually a form of downward communication that is sent by a senior person to other employees for making a 'note' of any event.

(II) Match the following : 4

- | | |
|---|--------------------------------|
| (a) Information flows both upward and downward | (i) Downward Communication |
| (b) Information flows from supervisor to subordinate | (ii) Vertical Communication |
| (c) Information flows from subordinate to senior | (iii) Horizontal Communication |
| (d) Information flows between those in equal ranks in an organisation | (iv) Upward Communication |

(III) State whether the statements are true or false : 2

- (a) Minutes are the only written record of a meeting.
- (b) Mema is also called intra-office memorandum.

2. Answer any *five* questions in about **100** words each. Each question carries 2 marks. $5 \times 2 = 10$
- (a) Write the components of a quotation.
 - (b) What are the steps involved while analysing a case ?
 - (c) Explain the importance of giving and receiving feedback in business communication.
 - (d) How does internal communication differ with external communication ?
 - (e) What is objective of writing reports ?
 - (f) Explain the types of data sources used in collecting information research.
 - (g) Plagiarism is a big concern in business communication. Discuss.
 - (h) How does vertical communication differ from horizontal communication ?
3. Answer any *four* questions in about **250** words each. Each question carries 5 marks. $4 \times 5 = 20$
- (a) State the differences between Creative Writing and Business Writing.
 - (b) Write a sample business letter in Block Format.

- (c) Why are group reports better than individual reports ?
- (d) State *five* essential features of business writing. Give examples for each feature.
- (e) Give *one* example each of a formal and informal message. How does the channel of communication differ between the two types of messages ?
- (f) You have attended a meeting for deciding the features of a new product your company is launching . Write minutes for the same (you may choose the participants and the contents of the discussion).
4. Answer any *one* question in about **500** words each. It carries 10 marks. $1 \times 10 = 10$
- (a) Write a short note on writing a good report.
- (b) What is Tender ? What are the types of tender and explain the process of writing a good tender.