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BSM-003

**BACHELOR OF BUSINESS
ADMINISTRATION (SERVICES
MANAGEMENT) (BBASM)**

Term-End Examination

December, 2021

BSM-003 : WRITTEN COMMUNICATION SKILLS

Time : 2 Hours

Maximum Marks : 50

Note : All questions are compulsory.

1. Answer all questions. Each question carries 1 mark :

- (a) Information flows from supervisor to subordinate in communication.
- (b) There are essentially stages in the writing process.
- (c) Gender barrier is a part of barrier.

- (d) People generally follow style when the letters are handwritten.
- (e) Quotations are letters of
- (f) The items mentioned on the agenda are also known as
- (g) A report is written in the tense.
- (h) Planning involves the important ideas.
- (i) Mentioning the source increases on the report.
- (j) Providing feedback is important no matter when it is provided. (True/False)

2. Answer any *five* questions in about **100** words. Each question carries 2 marks :

- (a) What is the importance of written business communication ?
- (b) What are the *three* components of a well developed paragraph ?
- (c) Enlist the challenges in communication.
- (d) What are business letters ?

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- (e) What is the possible reason behind asking for EMD ?
 - (f) What is the necessity of writing a notice ?
 - (g) Differentiate between a formal and informal report.
 - (h) Enlist the phases of writing a report.
3. Answer any *four* questions in about **250** words. Each question carries 5 marks.
- (a) Write a note on the basic features of a report citing examples.
 - (b) Briefly explain the different communication networks in an organisation.
 - (c) Discuss the essential features of business writing with the help of examples.
 - (d) What are the different parts of a business letter ?
 - (e) Explain the process of relasing tenders.
 - (f) What are the basic features of a report ?

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4. Answer any *one* question in about **500** words. Question carries 10 marks.
- (a) What are the different barriers one may encounter in communication ? Explain with the help of examples.
 - (b) What are the types of formal reports ? Cite different situations at workplace that require writing a formal report.

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