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BSMA-002

B.B.A. (SERVICES MANAGEMENT)

(BBASM)

Term-End Examination

December, 2021

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 word 'communication' is derived from the Latin term
- (b) A well-trained listener should be a successful manager. (True/False)
- (c) An upright (straight) body posture conveys
- (d) Interpersonal communication is also known as

- (e) Presentation is a two-way process.
(True/False)
- (f) Interview is a face to face interaction between and
- (g) Virtual space in which communication is possible between one to one, one to many and one to group is known as
- (h)is defined as two or more people who interact with one another.
- (i) An organisational function devoted to the management of records in an organisation throughout its life cycle is known as
- (j) is a list of matters to be discussed at a meeting.

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

- (a) What do you understand by the term 'Empathy' ?
- (b) Enlist the elements of public speaking.
- (c) What is the need for CRM ?

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- (d) Discuss the reasons why visual communication is important.
- (e) What are the objectives of mass communication ?
- (f) Define 'Psychology'.
- (g) Who are highly sensitive persons ?
- (h) What does 'awareness' mean ?
3. Answer any *four* questions in about **250** words. Each question carries 5 marks.
- (a) What are self management skills in the workplace ? Cite examples.
- (b) Define time management and discuss its benefits.
- (c) What are organisational goals ? Explain in brief the key elements of goal setting.
- (d) What are the barriers for effective decision making ? Cite examples.
- (e) Explain the types of work flexibility. What are the advantages and disadvantages of excellent interpersonal relationships ?
- (f) What are the aspects of positive health ?

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4. Answer any *one* question in about **500** words. Question carries 10 marks.
- (a) Define problem solving skills. What are the problem solving skills ? Explain with examples.
- (b) What are the elements and types of communication ? Explain the ways for overcoming communication barrier. Cite suitable examples.

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