

**BACHELOR OF BUSINESS ADMINISTRATION
(SERVICES MANAGEMENT) (BBA(SM))**

Term-End Examination

June, 2022

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) Informal communication includes _____ and social networking.
 - (b) Generally the first sentence in a paragraph is the _____ .
 - (c) The _____ channel is generally preferred when the message is long.
 - (d) Block style is also called American style.
(True/False)
 - (e) _____ is a specific offer for sale.
 - (f) Agenda helps in writing the _____ .

- (g) _____ reports are prepared and presented at regular intervals as part of usual business routine.
- (h) Changing words and using the material that has already been written by someone else is known as _____ .
- (i) Visual representation of data is called _____ .
- (j) _____ is a means for information dissemination in any organisation, generally downward.

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

- (a) What are the advantages of virtual communication ?
- (b) What are the categories of business communication ?
- (c) How does one determine the tone in business writing ?
- (d) What are tender letters ?
- (e) Define progress reports.
- (f) Enlist the forms of communication as a part of external operational communication.
- (g) What is a tender notice ?

3. Answer any **four** questions in about 250 words each. Each question carries 5 marks.

- (a) Differentiate between creative writing and business writing.
- (b) Giving and receiving feedback is highly important. Comment citing examples.
- (c) Write a note on the agenda, its features and importance.
- (d) What is group report ? Explain citing an example.
- (e) What are the different phases of planning a report ? Discuss with the help of an example.
- (f) Mention aspects of a good report and give an example.

4. Answer any **one** question in about 500 words. Question carries 10 marks.

- (a) What are the essential features of business writing ?
 - (b) What are the different parts of a business letter ? Compose a business letter according to the status.
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