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BSMA-002

B. B. A. (SERVICES MANAGEMENT)

(BBASM)

Term-End Examination

June, 2022

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)is the oldest form of mass communication.
- (b)is the study of behaviour and mental process.
- (c)is the person who introduces new methods, ideas or products.
- (d) The ability to recognize the feelings and their impact is..... .
- (e) The process of organising or completing things in order of their importance is known as..... .
- (f) In SMART goals SMART stands for..... .

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- (g)is the information about reactions to a product or a person's performance of a task.
 - (h) Non-verbal communication is the transmission of message through.....between the sender and receiver.
 - (i) One that communicates something is known as..... .
 - (j) The assembled spectators or listeners at a public event are known as..... .
2. Answer any *five* questions in about **100** words each. Each question carries 2 marks.
- (a) What is meant by a structured interview ?
 - (b) What are the advantages of virtual communication ?
 - (c) Why do members in an organisation communicate in a group ?
 - (d) Enlist the business uses of e-mail.
 - (e) Explain the term 'reports'.
 - (f) What are social skills ?
 - (g) Discuss the importance of public speaking.
 - (h) What are the objectives of CRM ?

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

- (a) Explain the characteristics of mass communication.
- (b) Discuss the types of communication.
- (c) What is the importance of listening ?
- (d) What are the technologies used in virtual communication ?
- (e) How can the fear of speaking in public be overcome ?
- (f) What are the aspects of positive health ?

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

- (a) What is presentation ? Explain the steps in preparing a presentation.
- (b) Define written communication. Discuss the types of written communication with the help of examples.