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**BSMA-002**

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

**Term-End Examination**

**June, 2023**

**BSMA-002 : COMMUNICATION AND SOFT SKILLS**

*Time : 2 Hours*

*Maximum Marks : 50*

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**Note :** *All questions are compulsory.*

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1. Answer all questions. Each question carries 1 mark :
  - (a) What are SMART goals ?
  - (b) What is time management ?
  - (c) Explain accountability.
  - (d) What is positive attitude ?
  - (e) What are the goals of psychology ?

**P. T. O.**

- (f) List the objectives of mass communication.
  - (g) What is visual communication ?
  - (h) List any *two* advantages of e-mail.
  - (i) What is panel discussion ?
  - (j) What is proxemics ?
2. Answer any *five* questions in about **100** words each. Each question carries 2 marks :
- (a) Enlist the barriers which lead to ineffective decision-making.
  - (b) Explain the advantages of work flexibility.
  - (c) What are the elements of successful collaboration ?
  - (d) What are the aspects of positive health ?
  - (e) Explain any *two* types of social skills required in the workplace.

- (f) Explain any *two* points a person should keep in mind while writing a business e-mail.
- (g) Identify the limitations of interview.
- (h) What is non-verbal communication ?
3. Answer any *four* questions in about **250** words each. Each question carries **5** marks :
- (a) Discuss the characteristics of highly sensitive persons.
- (b) What are the different factors which can affect the decision-making process ? Discuss.
- (c) How does positive health of employees help organisation ?
- (d) Discuss the advantages and disadvantages of written communication.

(e) Explain the steps in preparing a presentation.

(f) What is feedback ? Explain its importance.

4. Answer any **one** question in about **500** words.

The question carries 10 marks :

(a) What are the methods which a manager can use for communicating within the organisation ? Discuss.

(b) What are the types of communication ? Explain their advantages and disadvantages.