

No. of Printed Pages : 4

BSMA–002

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

**Term-End Examination
June, 2024**

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) Mention the stages involved in the process of communication.
 - (b) What is Encoding ?
 - (c) What is the importance of feedback in communication ?
 - (d) What is meant by context in relation to communication ?

P. T. O.

- (e) List some factors responsible for misinterpretation of messages by the receiver.
 - (f) Mention the levels of communication.
 - (g) What is positive thinking ?
 - (h) How can you overcome stage fear during a presentation ?
 - (i) What are inquiry letters ?
 - (j) What is Communication ?
2. Answer any *five* questions in about **100** words each. Each question carries 2 marks.
- (a) Why should one be careful about cultural diversity while writing salutation in an e-mail ?
 - (b) What is auto message responder ?
 - (c) Define non-verbal communication. Briefly explain the types of non-verbal communication.
 - (d) What do you understand by letter writing ? Differentiate between formal and informal letter.

- (e) What is report writing ? What are the kinds of report writing ?
 - (f) What is cover letter ? Why it should be included ?
 - (g) What are the important aspects that must be included as reference while sending a letter to the bank ?
 - (h) What is essay writing ? What are the different forms and styles of essays ?
3. Answer any *four* questions in about **250** words each. Each question carries 5 marks.
- (a) What are the different factors which can affect the decision-making process ? Discuss.
 - (b) What is e-mail ? What is the use of e-mail ? Why e-mail etiquette should be followed ?
 - (c) What are the differences between individual report and committee report ?
 - (d) With suitable example, elucidate the meaning of chunking.
 - (e) Discuss the importance of listening.

- (f) What is the need of effective communication ? Elucidate some key aspects by having a detailed discussion with examples.
4. Answer any *one* question in about **500** words. Each question carries 10 marks.
- (a) What are the various cultural diversities we should be sensitive towards in our communication with others ? Support your answer with examples from your experience.
- (b) What are the seven C's of the business letter writing ? What are the things that should be kept in mind about paper and envelope while sending business letter ?