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**BSM–003**

**BACHELOR OF BUSINESS  
ADMINISTRATION (SERVICES  
MANAGEMENT) (BBASM)**

**Term-End Examination**

**June, 2024**

**BSM–003 : WRITTEN COMMUNICATION SKILLS**

*Time : 2 Hours*

*Maximum Marks : 50*

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**Note :** *Answer all questions as directed.*

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**Note :** *Answer all the questions. Each question carries 1 mark.*

1. (a) In the field of communication SMS stands for .....
- (b) Which element of good writing enlists maintaining balance between short sentences and story mood words ?
  - (i) Pace

**P. T. O.**

- (ii) Precision
  - (iii) Clarity
  - (iv) Style
- (c) What is usually the first step in a writing task ?
- (i) Enlisting useful sources
  - (ii) Narrowing the topic
  - (iii) Setting the topic
  - (iv) Writing on the topic
- (d) State the media of oral communication :
- (i) Speaking
  - (ii) Listening
  - (iii) Reading
  - (iv) All of the above
- (e) ..... is one of the style of writing business letter.
- (f) The main objective of Memo is :
- (i) Request to take action
  - (ii) Not to provide information
  - (iii) Uniform decision
  - (iv) All of the above

- (g) In written communication ..... is the way the content is laid out.
- (h) A report is written the ..... tense.
- (i) Process of formal written communication include :
- (i) Writing
  - (ii) Proofreading
  - (iii) Clarity
  - (iv) None of the above
  - (v) Memo should be .....

**Note :** Answer any **five** of the following questions in **100** words each. Each question carries **2** marks.

2. (a) What are the similarities and differences between oral and written communication ?
- (b) Mention the barriers to written communication.

- (c) What is visual communication ?
- (d) Which written communication is more effective (i) E-mail writing or (ii) Business letter writing ?
- (e) Write a short note on Reports.
- (f) What is business correspondence ?
- (g) What is non-verbal communication ?
- (h) What makes written communication more effective ?

**Note :** Answer any **four** of the following questions in about **250** words. Each question carries **5** marks.

- 3. (a) Briefly explain the features of written communication.
- (b) Explain the essential features of e-mail writing.
- (c) Briefly explain the structure of report writing.
- (d) Write notes on the following :
  - (i) Documentation
  - (ii) Language barriers

- (e) Mention the rules of good quality written communication in social work practices.
- (f) What are the purpose and importance of grammar, spelling and punctuation in written communication ?

*Note : Answer any **one** question in about **500** words each question carries 10 marks.*

- 4. (a) Describe in detail the process of a formal written communication.
- (b) What is the difference between tender and quotation ? Discuss with example.