

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

Term-End Examination

December, 2022

BSM-003 : WRITTEN COMMUNICATION SKILLS

Time : 2 hours

Maximum Marks : 50

Note : All questions are compulsory.

1. Answer **all** the ten questions. Each question carries 1 mark : *10×1=10*
- (a) _____ is generally associated with the flow of information across the organisation's chain of command.
- (b) _____ communication is carried out by people employed in the organisation to create, implement and track the success of operational plan.
- (c) _____ is direct, to the point and precise.
- (d) _____ letters are written to request information regarding some goods or services.

- (e) _____ report is a report on a given topic and submitted to the manager.
- (f) Visual representation of data is called _____ .
- (g) _____ is an official document sent for making a bid.
- (h) _____ is a list of topics that needs to be discussed in a meeting.
- (i) _____ is traditionally used when the writer wants to add something.
- (j) _____ is a network that is accessible only to people within an organisation.

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

$5 \times 2 = 10$

- (a) What is Block Style ?
- (b) What are the characteristics of a good report ?
- (c) What is Glossary ?
- (d) What are the different ways of preparing a tender notice ?
- (e) What is Social Networking ?
- (f) What are the categories of Business Communication ?
- (g) What should be the tone of Business Writing ?

3. Answer any **four** questions in about 250 words each. Each question carries 5 marks. $4 \times 5 = 20$

- (a) Differentiate between Business writing and Creative writing.
- (b) What is Teleconferencing ?
- (c) Explain the features of Business writing.
- (d) Explain intrapersonal barriers to effective communication.
- (e) What is a Quotation letter ?
- (f) Describe the format for Minutes of Meeting.

4. Answer any **one** question in about 500 words. Each question carries 10 marks. $1 \times 10 = 10$

- (a) Describe and discuss different types of formal reports.
 - (b) Briefly discuss Memos, Notices and Agenda.
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