

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

Term-End Examination

December, 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) List the factors affecting the process of communication.
 - (b) What are the different types of listening ?
 - (c) Define paralinguistic.
 - (d) Explain the objectives of interview.
 - (e) List any two visual communication types.
 - (f) What is an email ?
 - (g) What is an agenda ?
 - (h) List any two elements of public speaking.
 - (i) What is CRM ?
 - (j) What is mass coverage ?

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

- (a) What are the ingredients of success ?
- (b) Who are highly sensitive persons ? How can we manage these people at the workplace ?
- (c) What do you understand by self-awareness ?
- (d) What are the factors influencing self-management ?
- (e) What is the importance of time management for an employee ?
- (f) What are the key elements of goal setting ?
- (g) Identify the barriers which lead to ineffective decision-making.
- (h) What do you understand by workplace flexibility ?

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

- (a) Discuss the importance of having good interpersonal relationships in an organisation.
- (b) How is cooperation different from collaboration ? Under what circumstances should an organisation go for cooperation or collaboration ?

- (c) Discuss the importance of Public Speaking and explain how to overcome fear of speaking in public.
- (d) How do values help organisations to grow ? Discuss.
- (e) Enlist the skills required for problem solving. Discuss.
- (f) What are the components of emotional intelligence quotient ? Discuss the benefits of it in organisations.

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

- (a) How do ethics and values impact the organisation and its employees ? Discuss citing examples.
 - (b) Explain the ten steps to a successful CRM implementation in an organisation.
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