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**BSM–003**

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

**Term-End Examination  
December, 2023**

**BSM–003 : WRITTEN COMMUNICATION SKILLS**

*Time : 2 Hours*

*Maximum Marks : 50*

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**Note :** *Answer all questions.*

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1. Answer all the questions. Each question carries 1 mark :
  - (a) What is verbal communication ?
  - (b) What is written communication ?
  - (c) What is the benefit of written communication ?
  - (d) What is authentic communication ?
  - (e) What is Time Management ?
  - (f) What bridges the gap between the writer and the reader ?
  - (g) What is a meeting ?

**P. T. O.**

- (h) What is a Formal Letter ?
  - (i) What is a Business Letter ?
  - (j) What is a Presentation ?
2. Answer any *five* of the following questions in about **100** words each. Each question carries 2 marks :
- (a) What is Pictorial Representation ?
  - (b) What is a Memo ?
  - (c) List out the different types of letters.
  - (d) What is creative writing ?
  - (e) What is a report ?
  - (f) What is non-verbal communication ?
  - (g) Define horizontal communication.
  - (h) Define the term “ENCODING”.
3. Answer any *four* of the following questions in about **250** words each. Each question carries 5 marks :
- (a) What are the essential features of Business Letters ?
  - (b) How to write a good report ?

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- (c) List out the objectives of written communication.
  - (d) Explain the steps involved in preparing a tender.
  - (e) What are the challenges in written communication ?
  - (f) List out the merits of written communication.
4. Answer any **one** question in about **500** words.  
Each question carries 10 marks :
- (a) What are the different types of reports involved in communication ? Discuss with examples.
  - (b) Explain the barriers of written communication with examples.