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BSMA–002

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

Term-End Examination

December, 2023

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) What is Communication ?
 - (b) List out the types of Communication.
 - (c) Define communication network.
 - (d) What is mass communication ?
 - (e) What is Visual Communication ?
 - (f) List any *two* uses of Internet communication.
 - (g) What is Interview ?
 - (h) What do you mean by Message ?
 - (i) What are the objectives of Media ?
 - (j) What is Social Media ?

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2. Answer any *five* questions in about **100** words each. Each question carries 2 marks.
- (a) What are the characteristic features involved in sending e-mail ?
 - (b) What is communication symbols ? Explain with examples.
 - (c) What do you mean by effective communication ?
 - (d) What is easy communication ?
 - (e) What is Instant feedback ?
 - (f) What is Personal Interview ?
 - (g) What is non-verbal communication ?
 - (h) What is a Report ?
3. Answer any *four* questions in about **250** words each. Each question carries 5 marks.
- (a) What is decision-making ? Explain the steps involved in decision-making.
 - (b) What are the advantages of oral communication ?
 - (c) Explain the positive attitude of the employees in the growth of the organisation.

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- (d) Explain the communication process with a neat sketch.
 - (e) List the different types of Interview.
 - (f) What is Informal Communication and Formal Communication ?
4. Answer any *one* question in about **500** words.
Each question carries 10 marks.
- (a) Explain with example the barriers of communication.
 - (b) Explain the merits of oral communication and the importance of body language in oral communication.