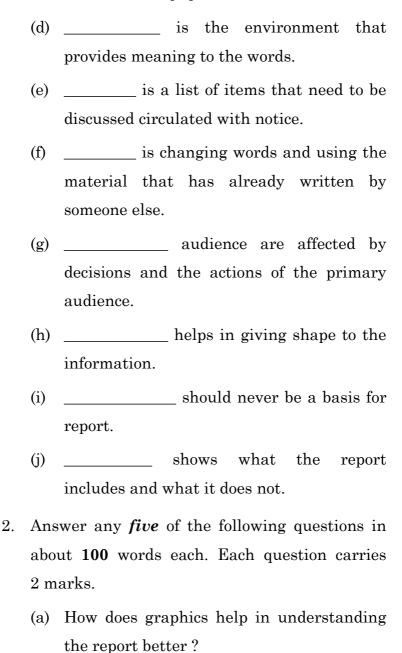
## BACHELOR OF BUSINESS ADMINISTRATION (SERVICES MANAGEMENT) (BBASM)

## Term-End Examination June, 2023

**BSM-003: WRITTEN COMMUNICATION SKILLS** 

Time : 2 Hours		2 Hours Maximum Marks : 50
No	ote : A	Answer all questions.
1.		swer all the questions. Each question carries
	(a)	are written to summarise the events that took place in a meeting.
	(b)	is a bridge between the writer and the reader and often substitutes face to face conversation.
	(c)	gives shape to your ideas.



- (b) What is a Memo report?
- (c) Briefly explain the need for appendix.
- (d) What is Business Correspondence?
- (e) How to develop well-structured paragraphs?
- (f) What is creative writing?
- (g) What are cultural barriers to business communication?
- (h) What is indented style?
- Answer any four of the following questions in about 250 words each. Each question carries 5 marks.
  - (a) Briefly explain the features of a report writing.
  - (b) Explain essential features of Business writing.
  - (c) Explain the importance of Business communication.

- (d) What are the challenges in communication?
- (e) Explain the structure of a Business letter.
- (f) Explain the ways to prepare tender letters.
- Answer any *one* question in about 500 words.
   Each question carries 10 marks.
  - (a) What are the barriers to effective communication and discuss the ways to overcome the barriers to communication.
  - (b) Describe and discuss structure and format of a Business letter.