

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

Term-End Examination

June, 2023

BSM-003 : WRITTEN COMMUNICATION SKILLS

Time : 2 Hours

Maximum Marks : 50

Note : Answer all questions.

1. Answer all the questions. Each question carries 1 mark.
 - (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.

- (d) _____ is the environment that provides meaning to the words.
 - (e) _____ is a list of items that need to be discussed circulated with notice.
 - (f) _____ is changing words and using the material that has already written by someone else.
 - (g) _____ audience are affected by decisions and the actions of the primary audience.
 - (h) _____ helps in giving shape to the information.
 - (i) _____ should never be a basis for report.
 - (j) _____ shows what the report includes and what it does not.
2. Answer any *five* of the following questions in about **100** words each. Each question carries 2 marks.
- (a) How does graphics help in understanding the report better ?

- (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 ?
3. 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.
4. 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.