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# BSMA–002

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

## Term-End Examination

## December, 2024

### BSMA-002 : COMMUNICATION AND SOFT SKILLS

*Time : 2 Hours* *Maximum Marks : 50*

***Note :*** *Attempt all questions.*

1. Answer all questions. Each question carries 1 mark.

   Define the following briefly : 10×1=10

   (a) Personal communication

   (b) Training communication

   (c) C. V. *or* Resume

   (d) Active listening

   (e) Communication skills



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(f) E-Marketing

(g) Disaster planning

(h) Group discussion

(i) Active listening

(j) Communication skills

2. Answer any *five* questions in about **100** words each. Each question carries 2 marks : 5×2=10

(a) List the forms of non-verbal communication.

(b) Explain different models of communication process.

(c) Describe the process of oral communication.

(d) What is business letters ?

(e) What is group discussion ?

(f) What are the limitations of interview ?

(g) Define communication.

(h) What is effective communication skills ?

3. Answer any *four* questions in about **250** words each. Each question carries 5 marks : 4×5=20

(a) What are non-verbal aspects of communicating ?



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(b) Explain barriers of communications.

(c) How to improve self-management skills ?

(d) What is feedback ? Explain its importance.

(e) Explain various factors that affect effective managerial communication.

(f) "Communication is the lifeblood of any business organisation." Elucidate.

4. Answer any *one* question in about **500** words. Each question carries 10 marks : $1 \times 10 = 10$

(a) How to motivate your audiences in Public Speaking ?

(b) What are the characteristics of Mass Communication ? Explain.

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