

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

Term-End Examination

December, 2025

BSM-003 : WRITTEN COMMUNICATION SKILLS

Time : 2 Hours

Maximum Marks : 50

Note : *All questions are compulsory.*

1. Answer all the questions. Each question carries 1 mark. 10×1=10
 - (a) State whether the following statements are True or False :
 - (i) Grapevine is a form of formal communication.
 - (ii) Editing implies arranging, re-arranging and giving a structure to your ideas.

- (iii) No two human beings communicate in the same way.
 - (iv) Most business organizations use printed letter heads for correspondence.
 - (v) While placing an order, the quantity of goods must not be stated.
- (b) Fill in the blanks :
- (vi) Agenda helps in writing the
 - (vii) A is an alphabetical list of unfamiliar technical terms used in the text.
 - (viii) is changing words and using the material that has already been written by someone else.
 - (ix) Visual representation of data is called
 - (x) Reports present and provide information.

2. Briefly explain any *five* of the following in about **100** words each : $5 \times 2 = 10$

- (a) Informal Communication
- (b) Intrapersonal Barriers
- (c) Tender Letters
- (d) Notices
- (e) Informal Reports
- (f) Basic Features of a Report
- (g) Language Barrier

3. Answer any *four* of the following questions in about **250** words each : $4 \times 5 = 20$

- (a) Explain the format of Business Memorandum.
- (b) What is a Group Report ? Explain.
- (c) What are the guidelines that needs to be followed for writing a report ? Explain.
- (d) What are the Features of Agenda ? Explain the importance of Agenda.

- (e) What is a business report ? On what basis reports are classified into different types ?
 - (f) Briefly explain characteristics of a good report.
4. Answer any *one* of the following questions in about **500** words : 1×10=10
- (a) What is a format of Business Letter ?
How is it different from other formats ?
Explain.
 - (b) What are the stages of Research ?
Explain the step-by-step process.

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