No. of Printed Pages : 4 **BSMA–002**

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

Term-End Examination

December, 2025

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. 10×1=10

   Fill in the blanks :

   (a) ..... is communication with oneself by internal vocalisation or reflective thought.

   (b) ..... is thinking about your communication from the receiver's point of view.

   (c) ..... communication is the use of words to share information with others.

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(d) ..... interview is a type of interview in which the interviewer asks a particular set of predetermined questions.

(e) An ..... is an internal or private computer network that is accessible only to people within an organization.

State whether True *or* False :

(f) Mass communication is the method of exchanging information for large segments of the population via mass media.

(g) Passive listening method of listening is at the lowest level and requires the lowest interaction or listening frequency.

(h) Substituting is the use of non-verbal behaviours to reinforce with words what is said.

(i) Haptics means contact by touch.

(j) A presentation is a means of informal communication for expressing an idea or message to an audience.

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2. Explain briefly any *five* of the following in about **100** words each : 5×2=10

   (a) Formal Communication

   (b) Personality Development

   (c) Group Discussion

   (d) Office Memos

   (e) Social Media

   (f) Importance of Telephone Etiquettes

   (g) Qualities of a Good Speaker

   (h) Negotiation

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

   (a) Discuss the main barriers to communication. How can they be overcome ?

   (b) What is Informal Communication ? Discuss its advantages and disadvantages.

   (c) Discuss the different types of Non-verbal Communication with suitable examples.

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(d) Explain the strategies to improve cross-cultural communication in organizations.

(e) Discuss the steps involved in preparing a successful presentation.

(f) Differentiate between Distributive and Integrative Negotiation.

(g) What is a 'Business Letter' ? What are the essential characteristics of a Business Letter ?

(h) What do you mean by Barriers to Communication ? Explain how emotional barriers affect communication.

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

(a) Discuss the seven C's of effective communication with examples.

(b) Describe in detail the impact of technology on business communication, highlighting its benefits and challenges with examples.

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