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BSMA–002

BACHELOR OF BUSINESS ADMINISTRATION (SERVICES MANAGEMENT) (BBASM)

Term-End Examination

June, 2025

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. 10×1=10

   (a) What is SMART goals ?

   (b) What is Self-Development ?

   (c) What is Attitude ?

   (d) What is Personal Communication ?

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(e) What is Sales Communication ?

(f) What is Visual Communication ?

(g) What is e-mail ?

(h) What does business communication mean ?

(i) Who are external stakeholders in public relations or mass communication ?

(j) What is training communication ?

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

(a) What are the aspects of positive health ?

(b) What are the elements of successful collaboration ?

(c) Explain any *three* types of social skills required in the workplace.

(d) Distinguish between formal and informal communication.

(e) What is the process of oral communication ?

(f) Define resume.

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(g) Mention the limitations of interview.

(h) What is non-verbal communication ?

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

(a) Discuss the characters of business ethics.

(b) What is disaster planning ?

(c) Explain the theories of communication.

(d) Why stationary is required for letter writing ?

(e) What is the importance of effective organisational communication ?

(f) Explain the distinct features of communication.

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

(a) Explain in detail the advantages and disadvantages of communication.

(b) What relationship exists between self-development and communication ?

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