

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

Term-End Examination

June, 2026

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) Minutes is a summarized written version of meeting.
 - (ii) A group member should not be selected with common agreement.

(iii) An outline gives shape to the bulk of information present.

(iv) Plagiarism is the theft of intellectual property.

(v) Visual aids help readers interpret information presented as text.

(b) Fill in the blanks :

(vi) The full form of EMD is

(vii) Intranet is an computer network.

(viii) Two essential features of a good paragraph are and coherence.

(ix) Understanding the audience is central to effective

(x) is an official document sent for making a bid.

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

(a) Formal Communication

(b) Interpersonal Barrier

- (c) Order Letters
 - (d) Agenda of the meeting
 - (e) Formal Reports
 - (f) Memo
 - (g) Cultural Barrier
3. Answer any *four* of the following in about **250** words : 4×5=20
- (a) What is a Short Report ? Explain.
 - (b) What is a tender letter ? Explain the three different ways in which tender notice can be prepared.
 - (c) Differentiate between Creative Writing and Business Writing with the help of an example.
 - (d) Explain the tone of Business Writing with the help of examples.
 - (e) What is an informal communication ? Explain various types of informal communication.
 - (f) What is a notice ? How is a notice to call a meeting written ? Explain with the help of an example.

4. Answer any *one* of the following questions in about **500** words each : 1×10=10

- (a) Describe structure of a Business Letter.
Explain how it is different from other types of letters ?
- (b) What are the phases of writing a Report ?
Explain giving an example.

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