

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

Term-End Examination

December, 2024

BSM-003 : WRITTEN COMMUNICATION SKILLS

Time : 2 Hours

Maximum Marks : 50

Note : Attempt all questions.

1. Answer all the questions. Each question carries

1 mark :

10×1=10

(a) List the different channels of communication.

(b) What is cultural barrier ?

(c) What are the functions of a business letter ?

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- (d) What is downward communication ?
- (e) What is a report ?
- (f) What is false listening ?
- (g) What is para-language ?
- (h) What is interpersonal barrier ?
- (i) What is the use of Jargons ?
- (j) Mention any *two* types of grapevine communication.
2. Answer any *five* of the following questions in about **100** words each. Each question carries 2 marks. 5×2=10
- (a) What are the benefits of effective communication ?
- (b) Define report.
- (c) Explain briefly advantages of lateral communication.

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- (d) What are the requirements of crosswise communication ?
- (e) Define probability chian.
- (f) What is creative writing ?
- (g) Define non-verbal communication.
- (h) What is tactile communication ?

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

- (a) How to overcome the barriers of communication ? Explain.
- (b) What are the different styles of listening ?
- (c) What is business communication ? Explain its importance in business context.
- (d) Differentiate vertical and horizontal communication.
- (e) Explain oral communication.
- (f) What are the challenges in business communication ?

4. Answer any *one* question in about **500** words.

Each question carries 10 marks : $10 \times 1 = 10$

- (a) What are business letters ? What are the different parts of a business letter ?
- (b) What are the barriers of communication ? Explain in detail.

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