

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

Term-End Examination

December, 2024

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.

Define the following briefly : 10×1=10

- (a) Personal communication
- (b) Training communication
- (c) C. V. or Resume
- (d) Active listening
- (e) Communication skills

- (f) E-Marketing
 - (g) Disaster planning
 - (h) Group discussion
 - (i) Active listening
 - (j) Communication skills
2. Answer any *five* questions in about **100** words each. Each question carries 2 marks : $5 \times 2 = 10$
- (a) List the forms of non-verbal communication.
 - (b) Explain different models of communication process.
 - (c) Describe the process of oral communication.
 - (d) What is business letters ?
 - (e) What is group discussion ?
 - (f) What are the limitations of interview ?
 - (g) Define communication.
 - (h) What is effective communication skills ?
3. Answer any *four* questions in about **250** words each. Each question carries 5 marks : $4 \times 5 = 20$
- (a) What are non-verbal aspects of communicating ?

- (b) Explain barriers of communications.
 - (c) How to improve self-management skills ?
 - (d) What is feedback ? Explain its importance.
 - (e) Explain various factors that affect effective managerial communication.
 - (f) “Communication is the lifeblood of any business organisation.” Elucidate.
4. Answer any *one* question in about **500** words.
Each question carries 10 marks : $1 \times 10 = 10$
- (a) How to motivate your audiences in Public Speaking ?
 - (b) What are the characteristics of Mass Communication ? Explain.

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