

No. of Printed Pages : 4

**BSM-003**

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

**Term-End Examination**

**December, 2025**

**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) Grapevine is a form of formal communication.
    - (ii) Editing implies arranging, re-arranging and giving a structure to your ideas.

- (iii) No two human beings communicate in the same way.
  - (iv) Most business organizations use printed letter heads for correspondence.
  - (v) While placing an order, the quantity of goods must not be stated.
- (b) Fill in the blanks :
- (vi) Agenda helps in writing the .....
  - (vii) A ..... is an alphabetical list of unfamiliar technical terms used in the text.
  - (viii) ..... is changing words and using the material that has already been written by someone else.
  - (ix) Visual representation of data is called .....
  - (x) Reports present ..... and provide information.

2. Briefly explain any *five* of the following in about **100** words each :  $5 \times 2 = 10$
- (a) Informal Communication
  - (b) Intrapersonal Barriers
  - (c) Tender Letters
  - (d) Notices
  - (e) Informal Reports
  - (f) Basic Features of a Report
  - (g) Language Barrier
3. Answer any *four* of the following questions in about **250** words each :  $4 \times 5 = 20$
- (a) Explain the format of Business Memorandum.
  - (b) What is a Group Report ? Explain.
  - (c) What are the guidelines that needs to be followed for writing a report ? Explain.
  - (d) What are the Features of Agenda ? Explain the importance of Agenda.

- (e) What is a business report ? On what basis reports are classified into different types ?
- (f) Briefly explain characteristics of a good report.
4. Answer any *one* of the following questions in about **500** words : 1×10=10
- (a) What is a format of Business Letter ? How is it different from other formats ? Explain.
- (b) What are the stages of Research ? Explain the step-by-step process.

× × × × ×