

No. of Printed Pages : 4

BSMA-002

**B. B. A. (SERVICES MANAGEMENT)
(BBASM)**

**Term-End Examination
December, 2025**

**BSMA-002 : COMMUNICATION AND SOFT
SKILLS**

Time : 2 Hours

Maximum Marks : 50

Note : *All questions are compulsory.*

1. Answer all questions. Each question carries
1 mark. 10×1=10

Fill in the blanks :

- (a) is communication with oneself
by internal vocalisation or reflective
thought.
- (b) is thinking about your
communication from the receiver's point
of view.
- (c) communication is the use of
words to share information with others.

- (d) interview is a type of interview in which the interviewer asks a particular set of predetermined questions.
- (e) An is an internal or private computer network that is accessible only to people within an organization.

State whether True *or* False :

- (f) Mass communication is the method of exchanging information for large segments of the population via mass media.
- (g) Passive listening method of listening is at the lowest level and requires the lowest interaction or listening frequency.
- (h) Substituting is the use of non-verbal behaviours to reinforce with words what is said.
- (i) Haptics means contact by touch.
- (j) A presentation is a means of informal communication for expressing an idea or message to an audience.

2. Explain briefly any *five* of the following in about **100** words each : 5×2=10
- (a) Formal Communication
 - (b) Personality Development
 - (c) Group Discussion
 - (d) Office Memos
 - (e) Social Media
 - (f) Importance of Telephone Etiquettes
 - (g) Qualities of a Good Speaker
 - (h) Negotiation
3. Answer any *four* of the following questions in about **250** words each. Each question carries 5 marks : 4×5=20
- (a) Discuss the main barriers to communication. How can they be overcome ?
 - (b) What is Informal Communication ? Discuss its advantages and disadvantages.
 - (c) Discuss the different types of Non-verbal Communication with suitable examples.

- (d) Explain the strategies to improve cross-cultural communication in organizations.
 - (e) Discuss the steps involved in preparing a successful presentation.
 - (f) Differentiate between Distributive and Integrative Negotiation.
 - (g) What is a 'Business Letter' ? What are the essential characteristics of a Business Letter ?
 - (h) What do you mean by Barriers to Communication ? Explain how emotional barriers affect communication.
4. Answer any *one* question in about **500** words. Each question carries 10 marks :
- 1×10=10
- (a) Discuss the seven C's of effective communication with examples.
 - (b) Describe in detail the impact of technology on business communication, highlighting its benefits and challenges with examples.

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