

**BACHELOR OF BUSINESS
ADMINISTRATION (SERVICES
MANAGEMENT) [BBA(SM)]**

Term-End Examination

June, 2025

BSM-003 : WRITTEN COMMUNICATION SKILLS

Time : 2 Hours

Maximum Marks : 50

Note : *Attempt all questions.*

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1. Answer all the questions. Each question carries 1 mark. 10×1=10
 - (a) What is disaster planning ?
 - (b) What is group discussion ?
 - (c) What is presentation ?
 - (d) What is meant by body language ?
 - (e) What is written communication ?

Define the following :

- (f) Oral communication
- (g) Self-development
- (h) Sales communication
- (i) Functions of communication
- (j) E-marketing

2. Answer any *five* of the following questions in about **100** words each. Each question carries 2 marks. 5×2=10

- (a) What are business letters ?
- (b) What is e-mail etiquette ?
- (c) Explain the basic characteristics of business ethics.
- (d) Define resume and give its format contents.
- (e) What are the various theories of communication ?
- (f) What is POPTA ? How does it help while preparing your presentation ?

(g) Explain the emerging issues in business communication.

(h) Describe the mediums of written communication.

3. Answer any *four* of the following questions in about **250** words each. Each question carries 5 marks. 4×5=20

(a) Explain the scope of business communication.

(b) Why is a leader necessary for a discussion ?

(c) Give the distinct features of communication.

(d) What is the importance of effective organizational communication ?

(e) Describe the process of oral communication.

(f) What do you mean by draft editing ?

4. Answer any **one** question in about **500** words each. Each question carries 10 marks : 1×10=10

- (a) How is proxemics important in communication ?
- (b) Explain the factors affecting negotiation.

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