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BSMA-002

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

Term-End Examination

June, 2025

**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. 10×1=10
- (a) What is SMART goals ?
 - (b) What is Self-Development ?
 - (c) What is Attitude ?
 - (d) What is Personal Communication ?

- (e) What is Sales Communication ?
- (f) What is Visual Communication ?
- (g) What is e-mail ?
- (h) What does business communication mean ?
- (i) Who are external stakeholders in public relations or mass communication ?
- (j) What is training communication ?

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

- (a) What are the aspects of positive health ?
- (b) What are the elements of successful collaboration ?
- (c) Explain any *three* types of social skills required in the workplace.
- (d) Distinguish between formal and informal communication.
- (e) What is the process of oral communication ?
- (f) Define resume.

- (g) Mention the limitations of interview.
- (h) What is non-verbal communication ?
3. Answer any *four* questions in about **250** words each. Each question carries 5 marks. 4×5=20
- (a) Discuss the characters of business ethics.
- (b) What is disaster planning ?
- (c) Explain the theories of communication.
- (d) Why stationary is required for letter writing ?
- (e) What is the importance of effective organisational communication ?
- (f) Explain the distinct features of communication.
4. Answer any *one* question in about **500** words. Each question carries 10 marks. 1×10=10
- (a) Explain in detail the advantages and disadvantages of communication.
- (b) What relationship exists between self-development and communication ?

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