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BSMA-002

B. B. A. (SERVICES MANAGEMENT)

(BBASM)

Term-End Examination

June, 2026

**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 the process through which
people exchange knowledge, feelings
and meaning through verbal and non-
verbal messages.

- (b) communication takes place without any oral or written word being used.
- (c) are deliberate motions and signs used to communicate meaning without words.
- (d) Interviews performed to test the applicants and determine if more detailed interviews will be needed are referred to as interviews.
- (e) is the assembled spectators or listeners at a public event.

State whether True or False :

- (f) Group communication refers to a small group of individuals interacting with each other.
- (g) Attentive Listening method of listening includes asking questions and asking the speaker for additional information.

- (h) The use of non-verbal behaviour that includes imitation rather than using words to say items is called complementing.
- (i) Proxemics means personal space.
- (j) A Persuasive Presentation is used for teaching the audience.

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

- (a) Grapevine
- (b) Non-verbal communication.
- (c) Office Correspondence
- (d) Video Conferencing
- (e) Email Etiquette in Business
- (f) Team Communication
- (g) Conflict Management
- (h) Emotional Intelligence

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

- (a) “Communication is a two-way process.”
Explain this statement.
- (b) Differentiate between Upward and Downward Communication.
- (c) Explain the common mistakes made by presenters during presentations and how to avoid them.
- (d) Describe the process of Interview Preparation.
- (e) Distinguish between formal and informal reports.
- (f) Explain common problems faced by speakers while public speaking and how to overcome them.
- (g) What do you mean by ‘Feedback’ ?
Explain the importance of Feedback in the communication process.

- (h) What are the 7Cs of Communication ?
Explain the principle of 'Correctness' in communication with an example.

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

1×10=10

- (a) What do you mean by 'Group Discussion' ? What is the role of the moderator in group discussion ? Explain the do's and don'ts of participating in a group discussion.
- (b) What are 'Barriers to communication' ? Discuss their causes and strategies to overcome them in business organisations.

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