

FIRST SEMESTER BSM DEGREE EXAMINATION, NOVEMBER 2022

BACHELOR OF SPORTS MANAGEMENT

GBSM1B02T: BUSINESS COMMUNICATION IN SPORTS

Time: 2 Hours

Maximum Marks: 60

**SECTION A: Answer the following questions. Each carries 2 marks.
(Ceiling 20 Marks)**

1. What is grapevine communication?
2. How can we overcome communication barriers?
3. What is a Memo?
4. Point out the common mistakes made at meetings.
5. Why is electronic media relevant in business communication?
6. What is a business report?
7. Mention the purpose of a group discussion.
8. What is a curriculum vitae?
9. Comment on business etiquette.
10. What is a stress interview?
11. Define communication.
12. How can we ensure effective participation in group discussions?

**SECTION B: Answer the following questions. Each carries 5 marks.
(Ceiling 30 Marks)**

13. Discuss the objectives of Communication.
14. Distinguish between internal communication and external communication.
15. Explain SQ3R technique of reading.
16. Discuss the principles of business letter writing.
17. Discuss the importance of maintaining a professional image in a workplace.
18. How can you utilize effective telephone calls to increase customer satisfaction?
19. What is the importance of circulars and notices in organizations?

SECTION C: Answer any 1 question. Each carries 10 marks.

20. What is business report? What are the stages in business report writing?
21. Draft a sample letter of resignation.

(1 × 10 = 10 Marks)