

D1BSM2302

Reg.No.....

Name:

FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2023

(Regular/Improvement/Supplementary)

BACHELOR OF SPORTS MANAGEMENT

GBSM1B02T: BUSINESS COMMUNICATION IN SPORTS

Time: 2 Hours

Maximum Marks: 60

SECTION A: Answer the following questions. Each carries *two* marks.

(Ceiling 20 Marks)

1. Define Formal and Informal Communication
2. Name the software used for presentation.
3. Define Agenda.
4. What is internal Communication?
5. What is meant by employment communication?
6. What is Group Discussion?
7. What is referred to as employment notice?
8. Define Testimonials.
9. Define etiquette.
10. What is business hierarchy?
11. What are introduction in communication?
12. Define Courtesy.

SECTION B: Answer the following questions. Each carries *five* marks.

(Ceiling 30 Marks)

13. Discuss the importance of listening.
14. Explain the characteristics of effective memo.
15. What are the principles of business letter writing?
16. Briefly explain the details to be included in curriculum vitae.
17. What is letter of acceptance and how to write a letter of acceptance?
18. Explain the types of Reading.
19. Write an account on professional image.

SECTION C: Answer any *one* question. Each carries *ten* marks.

20. Explain the various types of Communication network in an organization with suitable diagram.
21. What is a resume? Give a sample resume of a candidate for the post of Sales Manager.

(1 x 10 = 10 Marks)