

D1BSM2202 (S2)

Reg. No.....

Name:

FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2024

(Improvement/Supplementary)

BSM

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. What is referred as minutes of the meeting?
2. Define intranet.
3. What is a resignation letter?
4. Comment on business hierarchy.
5. Define Courtesy.
6. Who is a Shareholder?
7. What is a job application letter?
8. Differentiate between verbal and non-verbal Communication.
9. What is Business Communication?
10. What is Semantic barrier?
11. Define interview.
12. What do you mean by offer of employment?

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

(Ceiling 30 marks)

13. List out the steps in writing a resume.
14. Discuss the different types of social etiquette.
15. Mention various courteous phrases and language used in workplace.
16. Enumerate the principles of communication.
17. Elaborate on the advantages of oral communication.
18. List out the strategies for effective listening.
19. What are the different types of external communication?

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

20. Explain the parts of a memo.
21. What are the points to be kept in mind while attending a job interview?

(1 x 10 = 10 Marks)