



QP CODE: 25018822



25018822

Reg No :

Name :

**BSM DEGREE (CBCS) SPECIAL REAPPEARANCE EXAMINATIONS, FEBRUARY
2025**

Fifth Semester

Bachelor of Sports Management

CORE COURSE - SM5CRT17 - BUSINESS COMMUNICATION IN SPORTS

2022 Admission Only

8952AEE3

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. What are communication barriers?
2. What are the principles of oral communication?
3. What are the general principles of writing?
4. What is a sales presentation?
5. What is internal business communication?
6. What is a resume?
7. What are solicited and unsolicited job application letters?
8. What is an offer for employment?
9. How is a reference different from a testimonial?
10. What is business etiquette?
11. Why is workplace hierarchy important?
12. What is a stress interview?

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*





13. Discuss the objectives of communication.
14. What do you understand by business communication?
15. Explain SQ3R technique of reading.
16. Discuss the guidelines for meetings.
17. Discuss the principles of business letter writing.
18. Explain about the communication with media through news releases.
19. What are the important information to be included in a resume?
20. Discuss the importance of maintaining a professional image in a workplace.
21. How can you utilize effective telephone calls to increase customer satisfaction?

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Discuss in detail the barriers to listening. What are the strategies for effective listening?
23. Discuss in detail about writing memos, circulars and notices.
24. What are the different methods a business organisation can adopt in order to communicate with shareholders?
25. Write a note on the objectives of a selection interview. How can a selection interview be used to promote the goodwill of an organisation.

(2×15=30)

