

**K-120**

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[Roll No. ....]

**BTTM-304**

**Bachelor of Tourism & Travel  
Management (BTTM) IIIrd Semester  
Examination Dec., 2023**

**BUSINESS COMMUNICATION**

Time : 2 Hours]

[Max. Marks : 35

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*Note :-* This paper is of Thirty five (35) marks divided into two (02) Sections 'A' and 'B'. Attempt the questions contained in these Sections according to the detailed instructions given there in. *Candidates should limit their answers to the questions on the given answer sheet. No additional (B) answer sheet will be issued.*

**Section-A**

**(Long Answer Type Questions) 2×9½=19**

*Note :-* Section 'A' contains Five (05) Long-answer type questions of Nine and Half (9½) marks each. Learners are required to answer any *two* (02) questions only.

**K-120**

( 1 )

P.T.O.

1. Define the importance of written communication hotel industry.
2. What do you mean Agendas ? What are the points to be considered while drafting Agenda ?
3. What are the essentials of sampling ? Explain the methods of sampling.
4. Explain the purpose and impact of society on communication.
5. “Communication is the life blood of any business organization.” Comment and explain objectives of business communication.

### **Section–B**

**(Short Answer Type Questions)**      4×4=16

**Note** :- Section ‘B’ contains Eight (08) Short-answer type questions of Four (04) marks each. Learners are required to answer any *four* (04) questions only.

1. Explain the process of preparing effective business message.
2. Define the keys to effective listening.
3. How the use of visual aids can be useful in middle/top level management ?

4. Explain the essential qualities of a speaker.
5. Explain types of letters and email communication in your words.
6. Differentiate between Circular and Memos.
7. Explain the importance of front desk in hotel industry.
8. Define in Two of the following :
  - (a) Telex Messages
  - (b) Proposals and report
  - (c) Noting and drafting

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