

K-1067

Total Pages : 3

Roll No. -----

ETS-105

Business Communication

Diploma in Tourism Studies (DTS)

1st Year Examination 2023-24

Time: 2:00 Hours

Max. Marks: 50

Note : This paper is of Fifty (50) marks divided into (02) Section A and B. Attempt the questions contained in these sections according to the detailed instructions given therein. Candidates should limit their answers to the to the questions on the given answer sheet. No additional (B) answer sheet will be issued.

Section-A

(Long Answer Type Questions)

Note : Section 'A' contain Five (05) long-answer-type question of Thirteen (13) marks each. Learners are required to answer any two (02) questions only.

[2x13=26]

P.T.O.

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- Q.1. "Communication plays a crucial role in your success", justify your answer with suitable example.
- Q.2. What are the various characteristics of Non-verbal communication which distinguish it from verbal communication?
- Q.3. What are the points to be kept in mind while delivering an effective public speech?
- Q.4. "Listening skills are very important for effective communication " Comment on the given statement with suitable example.
- Q.5. What is the importance of effective communication in service industry? Explain it with the suitable example.

Section-B

(Short Answer Type Questions)

Note : Section 'B' contain Eight (08) Short-answer-type question of Six (06) marks each. Learners are required to answer any four (04) questions only.

[4x6=24]

- Q.1. What is the importance of feedback in any communication.
- Q.2. Why it is important to communicate effectively with customers?

- Q.3. What is the importance of effective listening in handling customer complaints?
- Q.4. Differentiate between non-verbal and verbal communication.
- Q.5. What are the various barriers in business communications?
- Q.6. Why it is so important to prepare your resume very carefully?
- Q.7. What is effective communication?
- Q.8. What is importance of selecting appropriate channel in communication?
