

A-0268

Total Pages : 4

Roll No. -----

BTTM-304

Business Communication

Bachelor of Tourism & Travel Management (BTTM)

3rd Semester Examination 2024 (Dec.)

Time: 2:00 hrs

Max. Marks: 35

Note : This paper is of thirty five (35) marks divided into Two (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 questions on the given answer sheet. No additional (B) answer sheet will be issued.

P.T.O.

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Section-A

(Long-Answer-Type Questions)

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.

(2x9½=19)

- Q.1. Define communication. Discuss the process and the importance of written communication in the tourism industry.
- Q.2. Explain cross-cultural communication. Analyse the functions and impacts of culture on communication.
- Q.3. What are the principles of business communication? Describe the process of preparing effective business messages.

- Q.4. Discuss the essential qualities of a competent speaker.
Explain the role of visual aids in enhancing verbal communication.
- Q.5. Explain the classification of non-verbal communication with examples from kinesics, proxemics, and paralanguage.

Section-B

(Short-Answer-Type Questions)

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.

[4x4=16]

- Q.1. What are the primary purpose of communication in a professional environment?

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- Q.2. Differentiate between oral and written communication.
- Q.3. What are communication networks? How do network influence organizational effectiveness?
- Q.4. What are the barriers to communication? Suggest gateways to overcome communication barriers.
- Q.5. Write a note on business letter formats with example.
- Q.6. What is the importance of listening to business communication?
- Q.7. Explain how to handle verbal complaints effectively over the telephone.
- Q.8. What is the significance of grooming standards in the tourism industry?
