

**A-0292**

**Total Pages : 4**

**Roll No. -----**

**ETS-105**

**Business Communication**

**Diploma in Tourism Studies (DTS)**

**1<sup>st</sup> Year Examination 2024(Dec.)**

**Time: 2:00 hrs**

**Max. Marks: 50**

**Note :** This paper is of Fifty (50) 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 Thirteen (13) marks each. Learners are required to answer any Two (02) questions only.

[2x13=26]

- Q.1. What are the principles of writing an effective email?  
Write an e-mail to the travel agent asking for Itinerary of Golden triangle.
- Q.2. Explain how interviews serve as a tool for evaluating candidates. Discuss the different types of interviews and their specific uses.
- Q.3. How group discussions are used as a tool for assessing candidates in recruitment processes? Discuss communication skills and content knowledge in the effectiveness of a group discussion.

- Q.4. Discuss the key elements of effective public speaking. How does non-verbal communication contribute in delivering a successful speech?
- Q.5. Discuss the role and impact of body language in communication. Explain how non-verbal cues enhance or hinder effective communication.

### **Section-B (Short-Answer-Type Questions)**

Note : Section 'B' contains Eight (08) short-answer-type questions of Six (06) marks each. Learners are required to answer any Four (04) questions only.

[4x6=24]

- Q.1. What are communication barriers? Mention any three types of communication barriers, explaining their impact on effective communication.

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- Q.2. Describe any three types of verbal communication and their significance in effective interaction.
- Q.3. What are the characteristics of non-verbal communication? Discuss its importance in an effective communication.
- Q.4. What are the different types of listening? Explain with example.
- Q.5. Discuss the concept of Kinesics & Proxemics.
- Q.6. What is the difference between a conferences and a meetings?
- Q.7. Discuss the common errors/mistakes people do while participating in a group discussion.
- Q.8. Explain the importance of appearance and dress in an interview.

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