

A-0485

Total Pages : 3

Roll No.

BTTM-304

Business Communication

Bachelor of Tourism & Travel Management (BTTM)

Examination 2026 (Feb.)

Time: 02:00 hrs

Max. Marks: 35

Note : This paper is of Thirty Five (35) marks divided in to 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.*

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)

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1. Define communication and explain its purpose and importance in the tourism and hospitality industry.
2. Discuss the various communication networks within an organisation. How do these influence the efficiency and clarity of business operations?
3. Explain the major types of written communication.
4. Evaluate the role of verbal communication in service industries. Discuss the importance of listening skills, maintaining service quality.
5. How do grooming standards and body language impact customer perception in the tourism industry?

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)

1. What are the main differences between oral and written communication?
2. Write a short note on barriers to communication and how they can be reduced?
3. What is the importance of cross-cultural communication in the tourism industry?
4. Describe the principles of effective business communication.
5. Explain any two stages of writing an effective business message.
6. What qualities make an individual a good public speaker?
7. Discuss the role of Body language in Tourism industry.
8. Differentiate between Verbal and Non-verbal communication.
