

**A-0499**

**Total Pages : 3**

**Roll No. ....**

**BTTM-703**

**Communication Skill & Personality Development**

**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 ( $9\frac{1}{2}$ ) marks each.

Learners are required to answer any two (02) questions only.

**( $2 \times 9\frac{1}{2} = 19$ )**

**P.T.O**

**A-0499**

1. Discuss the 7C's of Communication with suitable example.
2. Define public speaking. Discuss the advantages and disadvantages of oral communication.
3. What is non-verbal communication? Differentiate between verbal and non-verbal communication.
4. Differentiate between hearing and listening. Discuss the significance of effective listening.
5. Describe the rules of good writing. Discuss the advantages and disadvantages of written communication.

### **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 is the process of communication?
2. Define effective verbal communication.

3. Write a note on body language.
4. What are the qualities of a good speaker?
5. Explain different types of group discussions.
6. Define the purpose of appearance and dress.
7. What is audience analysis?
8. What are the different parts of e-mail?

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