

A-0507

Total Pages : 3

Roll No.

ETS-105

Business Communication

Diploma in Tourism Studies (DTS)

Examination 2026 (Feb.)

Time: 02:00 hrs

Max. Marks: 50

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

(2x13=26)

P.T.O

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1. Discuss the types and importance of communication in detail.
2. Explain in detail the types of interviews.
3. What are the different types of group discussions?
4. Describe effective public speaking: topic selection, audience analysis, and qualities of a good speaker.
5. Explain non-verbal communication. Also discuss its advantages and disadvantages.

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)

1. Explain the characteristics of effective written communication.
2. Discuss the importance of body language in the tourism industry.
3. Explain the 7 C’s of effective communication.
4. Describe the advantages of verbal communication.

5. Write a short note on the features and purpose of an interview.
6. Describe the procedure for conducting a meeting or conference.
7. Explain the characteristics of effective written communication.
8. Explain the obstacles to effective listening.
