

A-387

Total Pages : 3

Roll No. -----

BTTM-304

Business Communication

Bachelor of Tourism & Travel Management (BTTM)

3rd Semester, Examination 2024 (June)

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 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 (9.5) marks each. Learners are required to answer any Two (02) questions only.

[2x9.5=19]

P.T.O.

- Q.1. Define the importance of communication network in tourism and travel industry.
- Q.2. What are Non-verbal aspects of communicating? Distinguish between verbal and Non-verbal communication.
- Q.3. What do you mean by communication skills? What skills does a person need to carry for a satisfactory dialogue?
- Q.4. Briefly explain the Functions and Impacts of culture on communication.
- Q.5. Explain fundamental principles of effective communication and also explain the qualities of a good speaker.

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. Explain the advantages and disadvantages of written communication.
- Q.2. How listening and hearing play an important role in tourism industry?
- Q.3. Why is a leader necessary for a discussion?

- Q.4. Explain Postures and Gestures of the body language.
- Q.5. Explain the concept of grooming standards in hotel industry.
- Q.6. Differentiate aggressive and passive behaviours.
- Q.7. Explain Grooming Standards in tourism industry.
- Q.8. Define any two:
- a. Business letter format
 - b. Types of letters
 - c. Communication network
