

A-401

Total Pages : 3

Roll No. -----

BTTM-703

Communication Skill & Personality Development

Bachelor of Tourism & Travel Management (BTTM)

7th 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 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 (9.5) marks each. Learners are required to answer any Two (02) questions only.

[2x9.5=19]

P.T.O.

- Q.1. Define body language and also discuss its significance. How does body language varies in different cultures?
- Q.2. What are 7C's in communication? How does an understanding of 7C's improve downward communication in a corporate setup?
- Q.3. What are the differences between discussion and conversation? What is the significance of effective listening in discussion and conversation?
- Q.4. What is a conference? Discuss the procedure to organize a conference. What are the advantages of conference.
- Q.5. What are the advantages and disadvantages of written communication? Explain the rules for good writing.

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. What is the difference between inter-personal and intra-personal communication?

- Q.2. What are the features of verbal communication?
Differentiate between verbal and non-verbal communication.
- Q.3. Write a note on essential qualities of a good speaker.
- Q.4. Define listening. What are the obstacles in effective listening?
- Q.5. Discuss the significance of good communication in service industry.
- Q.6. Discuss the meaning and significance of group discussion.
- Q.7. Discuss the importance of dress code for a formal meeting.
- Q.8. Write a note on different barriers of communication.
