

A-411

Total Pages : 3

Roll No. -----

ETS-105

Business Communication

Diploma in Tourism Studies (DTS)

1st Year Examination 2024 (June)

Time: 2:00 hrs

Max. Marks: 50

Note : This paper is of fifty (50) 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.

P.T.O.

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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]

- Q.1. "Feedback plays a crucial role in effective communication", justify your answer with suitable example.
- Q.2. What is the importance of good body language in effective communication?
- Q.3. What are the 7C's of effective communication? Explain it with the suitable example.
- Q.4. "Effective communication is very crucial in service industry", comment on the given statement with suitable example.
- Q.5. What are the various types of communication? Explain it with the suitable example.

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]

P.T.O.

- Q.1. What is non-verbal communication?
- Q.2. Why it is important to listen effectively to your customers? Explain it with the suitable justification.
- Q.3. What are the essential qualities in a good leader?
- Q.4. Differentiate between CV and Resume?
- Q.5. What are the points to be kept in mind while participating in group discussion?
- Q.6. How to become an effective listener?
- Q.7. What are the various barriers in effective communication?
- Q.8. What is importance of dressing up well during the interview? Explain it with the suitable example.
