

A-0660

Total Pages : 3

Roll No.

BTTM-304

Bachelor of Tourism & Travel Management (BTTM)

(Business Communication)

Examination, June 2025

Time : 2:00 Hrs.

Max. Marks : 35

Note :- This paper is of Thirty Five (35) marks divided into Two (02) Sections '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) $2 \times 9\frac{1}{2} = 19$

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.

- Q. 1. Explain the types of communication and the directions in which they flows within an organization.
- Q. 2. Compare and contrast the key differences between oral and written communication. Explain the impact of written communication on culture.
- Q. 3. Discuss the purpose of written communication in a professional environment and explain its importance.
- Q. 4. Analyse the barriers to verbal communication. Explain the devise strategies to overcome communication barriers.
- Q. 5. Describe assertive, aggressive, and passive behaviours. Explain their impacts on workplace communication.

Section–B

(Short Answer Type Questions) 4×4=16

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.

- Q. 1. What is the need for communication in the tourism industry ?

- Q. 2. Discuss the role of culture in shaping communication patterns.
- Q. 3. Write a note on circulars and memos.
- Q. 4. What are the keys to effective listening in business communication ?
- Q. 5. Describe the use of visual aids in delivering impactful presentations.
- Q. 6. What does “time language” mean in non-verbal communication ? Provide examples.
- Q. 7. What is the importance for favourable voice quality in telephone handling ?
- Q. 8. Discuss the importance of body gestures in conveying non-verbal messages.
