

**A-0642**

Total Pages : 3

Roll No. ....

**MTTM-05**

**Master of Tourism & Travel Management (MTTM)**

**(Tourism Communication)**

Examination, June 2025

Time : 2:00 Hrs.

Max. Marks : 70

**Note :-** This paper is of Seventy (70) 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)**     2×19=38

**Note :-** Section 'A' contains Five (05) Long-answer type questions of Nineteen (19) marks each. Learners are required to answer any *two* (02) questions only.

1. Describe passive, assertive, and aggressive behavior.  
Give an example to support your answer.
2. Explain the role of body gestures and eyes in defining one's personality.
3. Define the following :
  - Nonverbal communication
  - Kinesics
  - Proxemics
4. How does poor communication impact the organizational environment ?
5. Describe barriers in communication with examples.

### **Section–B**

**(Short Answer Type Questions)      4×8=32**

**Note :-** Section 'B' contains Eight (08) Short-answer type questions of Eight (08) marks each. Learners are required to answer any *four* (04) questions only.

1. Describe feedback and Decoding.
2. Explain the steps undertaken for handling a verbal complaint.

3. What are the qualities and essentials of a good public speaker ?
4. Define listening and its types.
5. Define the following :
  - Memo
  - Letter
  - Email
  - Internet
6. Discuss the role and significance of information technology and communication in transforming the travel and tourism industry.
7. Define the impact of culture on communication. Give examples.
8. Differentiate between formal and informal communication.

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