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Total Pages : 3

Roll No.

BTTM-304

Business Communication

Bachelor of Tourism & Travel Management (BTTM)

3rd Semester Examination, 2023 (June)

Time : 2 Hours]

[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.

SECTION-A

(Long Answer Type Questions)

Note : Section 'A' contains Five (05) long answer type questions of Nine and Half (9½) marks each. Learners are required to answer any Two (02) questions only.

(2×9½=19)

1. What is Kerbal communication ? Differentiate between Kerbal and Non-kerbal communications.

2. Elucidate written communication. Describe the challenges associated with written communication.
3. What functions and impacts does culture have in relation to communication?
4. Describe the significance of communication within the tourism business.
5. Discuss the meaning and varieties of non-verbal communication in your own words.

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. (4×4=16)

1. Define barriers to non-verbal communication.
2. How does the internet play a role in the tourism and travel sector?
3. Explain stages of writing in a professional environment.
4. Explain the importance of effective communication in the hospitality industry.

5. The remark that "excellent speaking plays a significant part while escorting and handling a tourist."
 6. Why is active listening important in the tourism industry? Also differentiate between listening and hearing.
 7. How will you handle the complaints at the front desk of the hotel industry?
 8. Discuss the role of body language in tourism industry.
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