

**P-1093**

Total Pages : 3

Roll No. ....

## **ETS-105**

### **Business Communication**

Diploma in Tourism Studies (DTS)

Ist Year Examination, 2023 (June)

**Time : 2 Hours]**

**Max. Marks : 50**

**Note :** This paper is of Fifty (50) 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 answer 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 Thirteen (13) marks each. Learners are required to answer any Two (02) questions only.

(2×13=26)

1. Discuss the meaning, features and various types of Non-Verbal Communication.

2. What is verbal communication? Discuss its advantages and disadvantages.
3. Discuss the role of listening in effective communication in travel and tourism industry.
4. What is a conference? Explain the basic requirements to organize an international conference.
5. What is an interview? Explain the features and different purposes of the interview.

### **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. (4×6=24)

1. What are the different types of verbal communication?
2. Discuss the disadvantages of written communication.
3. Explain the obstacles to Effective Listening.
4. Describe the qualities of a good speaker.
5. Differentiate between hearing and listening.

6. Discuss the role of dress and appearance in the interview.
  7. Discuss the disadvantages of oral communication.
  8. Write a short note on the following :
    - (a) Downward Communication.
    - (b) Upward Communication.
    - (c) Horizontal Communication.
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