

BTS–304/BTTM–304**Business Communications**

Bachelor of Tourism & Travel Management

(BTS–12/BTTM–16/17)

Third Semester, Examination, 2017

Time : 3 Hours

Max. Marks : 40

Note : This paper is of **forty (40)** marks containing **three (03)** Sections A, B and C. Learners are required to attempt the questions contained in these Sections according to the detailed instructions given therein.

Section–A**(Long Answer Type Questions)**

Note : Section ‘A’ contains four (04) long answer type questions of nine and half $9\frac{1}{2}$ marks each. Learners are required to answer *two* (02) questions only.

1. Define communication and also explain the process of communication.
2. Differentiate between oral and written communication in details.
3. Define business communication. What is the process to make an effective communication ?
4. Elaborate the different barriers of communication.

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 *four* (04) questions only.

1. Explain about the needs of communication.
2. Define written communication and also explain in brief about the types of written communication.
3. What is Listening ? Also explain the different types of listening.
4. Discuss about the process of effective telephone handling.
5. Differentiate between listening and hearing.
6. Discuss about the impacts of cultural communication in the Tourism Industry.
7. Classify the non-verbal communication in brief.
8. Explain about the impacts of body language in the Tourism Industry.

Section-C**(Objective Type Questions)**

Note : Section 'C' contains ten (10) objective type questions of half $\frac{1}{2}$ mark each. All the questions of this Section are compulsory.

State True/False.

1. Body Language is essential in Tourism Industry.

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2. Time language is non verbal communication.
3. Aggressive behaviour is essential in Tourism Industry.
4. Expression is cultural communication.
5. Listening is something more than hearing.
6. Voice has great importance in non-verbal communication.
7. Language is a barrier in communication.
8. Telex message is a non-verbal communication.
9. Drafting a report in a meeting is an oral communication.
10. Effective communication skill is not important in Tourism Industry.

