

ETS–105

Communication

Diploma in Tourism Studies (DTS–10/16/17)

First Year, Examination, 2017

Time : 3 Hours

Max. Marks : 40

Note : This paper is of **forty (40)** marks containing **three (03)** Sections A, B and C. 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. With the help of examples explain 4 Ss of communication and their role in improving the quality of communication.
2. With the help of elements of communication explain communication process.
3. You need to give a presentation, what will be the process which you will follow to complete the task ?
4. Write in detail about 7 Cs of effective 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. Briefly write about the barriers of communication.
2. Briefly write about the scope of communication.
3. How will you overcome the barriers to improve the effectiveness of communication ?
4. Write in detail about the importance of communication.
5. Why is written communication better than oral communication ?
6. Explain the process of listening.
7. How will you organise a public speech ?
8. Write in detail about each type of seating arrangement done during conferences.

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.

1. Write an example of non-verbal communication.
2. Communication is a continuous process. (True/False)

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3. Active listening is a particular communication technique that requires the listener to provide feedback on what he or she hears to the speaker. (True/False)
4. Explain paralanguage.
5. What do you understand by audience ?
6. What do you mean by feedback ?
7. Why proxemics is important in seating arrangement ?
8. Touch is not a type of non-verbal communication.
(True/False)
9. Telephonic communication is real time communication.
(True/False)
10. Explain social space.

