

Roll No.

BTS–304/BTTM–304

Business Communication

Bachelor of Tourism and Travel Management

(BTS–12/BTTM–16/17)

Third Semester, Examination, 2018

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. What is the interpersonal communication ? What is the role of encoding and decoding in the communication process ?
2. Which are the six steps (or stages) of communication ? What is the purpose of written communication in professional environment ?

(B-99) P. T. O.

3. Differentiate between oral and written communication. Explain the direction of communication.
4. Describe motivation. Characterize the application, recognition and self-actualization.

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. Define the concept of emotional intelligence.
2. What is a need of favourable voice quality in tourism industry ?
3. What is Marketing Communication ?
4. Explain the essential qualities of a good speaker.
5. Differentiate between Kinesics and Proxemics.
6. What are the barriers of verbal communication ?
7. How can blogs be useful for employees ?
8. How important is listening in communication ?

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.

Indicate whether the following statements are True *or* False :

1. Network communication follow the chain of command within an organisation. (True/False)

2. External audience include customer, supplier and govt. agencies. (True/False)
3. Complex job instruction should be presented in writing. (True/False)
4. Receives may respond to messages with words action or both. (True/False)
5. Communication outside an organisation is more important than inside in organisation. (True/False)
6. Connotative words are more specific then denotative words. (True/False)
7. Historically, men and women had different pattern of communication. (True/False)
8. In general person in a low context culture take a long term view of time. (True/False)
9. Ethical issues are defined by laws and societal standards. (True/False)
10. Synchronous collaboration writing is iterative. (True/False)