

Roll No.

ETS–105

Business Communication

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

First Year, 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. Discuss about the various barriers in communication with the help of suitable example.
2. What are the various 7C's and 4S's in communication ? Also discuss its importance in becoming a successful tourism professional.

(B-100) P. T. O.

3. What are the various types of communication models and theories ?
4. What are the difference between verbal and non-verbal communication ? Explain with the help of a example.

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. What is effective listening ?
2. Write a note on scope of communication.
3. Write a note on presentation skills.
4. Write a note on bad listening habit.
5. Write a note on group discussion.
6. Write a note on Kinesics.
7. Write a note on bad listening.
8. Write a note on importance of feedback 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.

1. Define oral communication.

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2. Define paralanguage.
3. Define meetings.
4. Define physical barriers in communication.
5. Define cultural barriers in communication.
6. Define soft skills.
7. Define hard skills.
8. Define good speech.
9. Define listening.
10. Define personal skills.