

1. What are the needs, purposes and importance of communication in tourism industry ?
2. Why written communication is better than the verbal communication ? What are the various types of communication ?
3. How verbal communication is different from non-verbal communication. Classify different types of non-verbal communication.

Section B

(Short-Answer-Type Questions)

Note - Section 'B' contains Six (06) short-answer-type questions of Five (05) marks each. Learners are required to answer any Four (04) questions only.

(4 x 5 = 20)

1. Define the concept of Communication.

2. Explain the functions and impacts of culture on Communication.
3. What do you mean by telephone handling in verbal communication ?
4. What is the impact of body language in tourism industry ?
5. What are the various techniques of effective speaking ?
6. Why PPT presentation is effective tool in tourism and travel industry ?

BTS-304/BTTM-304

Business Communications

Bachelor of Tourism &

Travel Management

(BTS-12/BTTM-16/17)

Third Semester, Examination - 2019

Time : 3 Hours

Max. Marks : 40

Note - This Paper is of Forty (40) marks divided into two (02) Sections A and B. Attempt the questions contained in these sections according to the detailed instructions given therein.

(Section A)

(Long-Answer-Type Questions)

Note - Section 'A' contains Three (03) long-answer-type questions of Ten (10) marks each. Learners are required to answer any Two (02) questions only.

(2 x 10 = 20)