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Roll No. ....

**BTTM-703**  
**Communication Skill and**  
**Personality Development**  
**Bachelor of Tourism and**  
**Travel Management**  
**(BTTM-16)**  
**7<sup>th</sup> Semester**  
**Examination, 2019**

*Time : 3 Hours*

*[Maximum 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. **(2×10=20)**

(2)

1. Define Communication. Also discuss its salient features and major objectives.
2. What is Verbal Communication? Explain its important types and guidelines for effective Verbal Communication.
3. What do you mean by Group Discussion? Describe the salient features and important types of group discussion.

### **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. **(4×5=20)**

1. What is Interview?
2. Discuss the advantages of written communication.

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(2)

3. What are the rules for good writing?
4. What are the qualities of a good speaker?
5. Write a note on obstacles of effective listening.
6. Write short note on impacts of Body language in good communication.

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