

S-581

Total Pages : 3

Roll No. -----

BTTM-304

Business Communication

Bachelor of Tourism & Travel Management (BTTM)

3rd Semester, Examination 2022(Dec.)

Time: 2 Hours

Max. Marks: 35

Note : This paper is of Thirty-Five (35) 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 Five (05) long-answer-type questions of Nine and a Half (9½) marks each. Learners are required to answer any two (02) questions only.

[2 x 9½ = 19]

P.T.O.

- Q.1. Explain the importance of communication in the tourism industry in your words.
- Q.2. Why written communication is better than verbal communication? Explain the barriers of communication.
- Q.3. Explain cross-cultural communication. What are the functions and impacts of culture on communication?
- Q.4. Discuss written communication meaning and types.
- Q.5. What are the different stages of writing? Also discuss the disadvantages of Written 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 any Four (04) questions only.

[4 x 04 = 16]

- Q.1. Define barriers to Verbal communication.
- Q.2. What is the role of digital marketing in the tourism and travel industry?
- Q.3. Explain grooming standards in the tourism and hospitality industry.
- Q.4. Why effective communication is important for the travel agent?
- Q.5. "Non-verbal communication plays a vital role while escorting and handling a tourists" comment.
- Q.6. Describe effective speaking in your words.
- Q.7. Discuss the keys to effective listening.
- Q.8. Clarify the basic skills required to handle the effective telephone call.
