

S-601

Total Pages : 3

Roll No. -----

ETS-105

Business Communication

Diploma in Tourism Studies (DTS)

1st Year, Examination 2022(Dec.)

Time: 2 Hours

Max. Marks: 50

Note : This paper is of fifty (50) 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 Thirteen (13) marks each. Learners are required to answer any two (02) questions only.

[2 x 13 = 26]

P.T.O.

- Q.1. Define communication. Discuss its features and role in the tourism industry.
- Q.2. What are the different barriers to effective communication?
- Q.3. What is verbal communication? Discuss its advantages and disadvantages.
- Q.4. What is listening? Suggest some tips to become a good listener.
- Q.5. What is written communication? Differentiate between written and oral communication.

Section – B

(Short-answer-type questions)

Note: Section 'B' contains Eight (08) short-answer-type questions of Six (06) marks each. Learners are required to answer any Four (04) questions only.

[4 x 06 = 24]

- Q.1. Write a short note on the advantages of written communication.
- Q.2. What are the different types of interview?
- Q.3. Differentiate between meeting and conference.
- Q.4. Why tourism professional's communication should be excellent?
- Q.5. Discuss the process of communication.
- Q.6. What are the 7C's of communication?
- Q.7. Discuss the significance of body language in effective communication.
- Q.8. "Group Discussions are always not good to shortlist the best candidates". Do you agree with this statement? Explain with suitable examples.
