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Roll No. -----

BTS-304/BTTM-304

Business Communication

Bachelor of Tourism & Travel Management

(BTS-12/BTTM-16/17)

3rd Semester Examination June 2022

Time: 2 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 Five (05) long-answer-type questions of Ten (10) marks each. Learners are required to answer any two (02) questions only.

[2 x 10 = 20]

Q.1. Differentiate between oral and written communication and what are the barriers in communication in tourism industry?

P.T.O.

- Q.2. What is the process of preparing effective business messages? What is the importance of written communication in tourism and hospitality industry?
- Q.3. Explain grooming standard. Why body gesture with effective communication is important for the tourist guide, who is escorting a group of international tourists.
- Q.4. What is the non-verbal Communication? Also discuss its different types.
- Q.5. What is the process of communication?

Section – B

(Short-answer-type questions)

Note: Section 'B' contains Eight (08) short-answer-type questions of Five (05) marks each. Learners are required to answer any Four (04) questions only. [4 x 5 = 20]

- Q.1. Define communication networks.
- Q.2. What is the role of internet and e-mail in tourism industry?
- Q.3. Why listening is important while handling telephone calls in verbal communication?

P.T.O.

- Q.4. What is the essential verbal qualities does tour operator has while dealing with the prospective client in tourism industry?
- Q.5. Explain the aggressive and passive behaviours.
- Q.6. Why do we need official e-mail id while communicating in business dealings?
- Q.7. What is communication? Discuss its significance.
- Q.8. Highlight the significance of body language in tourism industry.
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