

Roll No.

ETS–105

Communication

Diploma in Tourism Studies (DTS–10/16)

First Year, Examination, 2017

Time : 3 Hours

Max. Marks : 35

Note : This paper is of **thirty five (35)** marks containing **three (03)** sections A, B and C. Attempt the questions contained in these sections according to the detailed instructions given therein.

Section–A

(Long Answer Type Questions)

Note : Section ‘A’ contains four (04) long answer type questions of seven and half ($7\frac{1}{2}$) marks each. Learners are required to answer *two* (02) questions only.

1. What role do communication skills play in Tourism ? Illustrate your answer with suitable examples.
2. ‘A good listener is a good speaker.’ Explain this proverb while highlighting the attributes of listening.
3. What is grapevine ? Elaborate its advantages and disadvantages.
4. Discuss how Public Speaking plays an integral role in Tourism studies ?

Section-B**(Short Answer Type Questions)**

Note : Section 'B' contains eight (08) short answer type questions of two and half ($2\frac{1}{2}$) marks each. Learners are required to answer *six* (06) questions only.

1. Write short notes on the following :
 - (a) Paralanguage
 - (b) Case Study
2. What is the difference between Aural Skills and Oral Skills ?
3. How does communication help in business ?
4. What do you mean by Interview Skills ?
5. What are the steps involved in good presentation skills ?
6. Discuss the relationship of non-verbal message with verbal message.
7. Write a note on 4 'S's of communication.
8. Why barriers succeed in listening skills ?

Section-C**(Objective Type Questions)**

Note : Section 'C' contains ten (10) objective type questions of half ($\frac{1}{2}$) mark each. All the questions of this section are compulsory.

1. Which of the following is an example of non-verbal communication ?
 - (a) A phone call from a physician to a patient
 - (b) An e-Mail message from a CEO to shareholders.

- (c) Computer graphics that projects the company's image
 - (d) An online blog where department members collaborate on project
2. Which of the following written communication strategies usually would not save the reader's time ?
- (a) Stating the main point but not providing any supplemental information
 - (b) Using lists and headings to summarize key data
 - (c) Organizing the message logically
 - (d) Proofreading carefully to eliminate mechanical errors
3. Interview structure include discussion that is for :
- (a) make people nervous
 - (b) to break the ICE
 - (c) ensure that you communicate essential information about yourself
 - (d) ask you question before you leave
4. Communication is the art of
- (a) Transmitting and receiving information
 - (b) Receiving information
 - (c) Transmitting information
 - (d) None of these

5. Non-verbal messages are
 - (a) Ambiguous
 - (b) Continuous
 - (c) Multichannel
 - (d) All of the above
6. The response you receive from the reader of your written message is called
7. Any communication that uses words is classified as communication.
8. The initial, model consisted of three primary parts such as : Sender, Channel and
9. is a one-way model to communicate with others.
10. in meetings becomes more effective with careful planning.