

## **BTS-304/BTTM-304**

### **Business Communication**

Bachelor of Tourism and Travel Management  
(BTS-12/BTTM-16/17)

Third Semester, Examination, 2018

**Time : 3 Hours**

**Max. Marks : 40**

**Note :** This paper is of **forty (40)** marks containing **three (03)** Sections A, B and C. Learners are required to 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 nine and half ( $9\frac{1}{2}$ ) marks each. Learners are required to answer *two* (02) questions only.

1. What is communication and also explain the needs and process of communication in Tourism Industry ?
2. Explain in detail about the functions and impacts of Cultural Communication in Tourism Industry.
3. Define a Business letter and also draft a business letter for requirement of rooms in a Hotel for tour package.
4. Define Non-Verbal Communication and also explain the forms of non-verbal 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 *four* (04) questions only.

1. Discuss about the barriers of communication.
2. Explain about the process of effective listening.
3. What are the qualities required for a good speaker ?
4. Explain in details about the types of communication.
5. What is the process of an effective telephone handling ?
6. Explain about the different barriers of communication.
7. Discuss in details about the types of written communication.
8. Differentiate between Listening and Hearing.

**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.

Indicate whether the following are True *or* False.

1. Communication is a pervasive activity. (True/False)
2. A minutes contain a list of topics to be taken up in a meeting. (True/False)
3. Silence is an integral part of interpersonal communication. (True/False)
4. Body language is not important in Tourism Industry. (True/False)

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5. Signage is not a barriers in communication.  
(True/False)
6. Listening is more important than hearing. (True/False)
7. Voice has importance in non-verbal communication.  
(True/False)
8. Aggressive behaviour is essential in Tourism Industry,  
(True/False)
9. Gestures is also a part of communication. (True/False)
10. Agenda is not a part of meeting. (True/False)

