

BTS-304/BTTM-304

Business Communications

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

3rd Semester Examination, 2019 (June)

Time : 3 Hours]

Max. Marks : 40

Note : This paper is of Forty (40) marks divided into 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 Nine and half (9½) marks each. Learners are required to answer any two (2) questions only.

(2×9½=19)

1. Which are the basic elements of communication ? Explain the importance of communication in tourism industry.
2. List some of the characteristics of communication. Compare the oral and written channels of communication.

3. What are the principles of business communication ? Differentiate between verbal and non-verbal communication.
4. What is Grooming standards ? How does aggressive and passive behaviours impacts the 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. (4×4=16)

1. What are the purposes of written communication in professional environment ?
2. What are the different types and levels of Listening ?
3. Differentiate between Agendas and Minutes.
4. How business letters are different from the normal letters ?
5. How telephone handling is a vital skill in verbal communication ?
6. Why should we never type and email in ALL CAPITAL LETTERS ?
7. What are the greatest challenges of good communication ?
8. Discuss the qualities of a good speaker.

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. (10 \times $\frac{1}{2}$ =05)

1. Communication is the exchange of information between sender and receiver. (T/F)
2. Telephonic communication is the richest medium. (T/F)
3. The tourism industry is an example of a profession that has developed its own language. (T/F)
4. The terms verbal communication and oral communication are interchangeable. (T/F)
5. A good listener refers to the message in the following sequence :- hear, interpret, understand and respond. (T/F)
6. Communication must include a verbal component. (T/F)
7. The main advantage of written communication is that it provides a permanent record of a message. (T/F)

8. Encoding is the process of converting a message into symbols that people will understand. (T/F)
 9. Empatic listening is listening with the intention. (T/F)
 10. Manager generally prefer to communicate by written message. (T/F)
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