

ETS-105
BUSINESS COMMUNICATION
Diploma in Tourism Studies (DTS-10/16/17)

First Year, Examination-2020

Time Allowed : 2 Hours

Maximum Marks : 40

Note : This paper is of Forty (40) marks divided into Two (02) sections A and B. Attempt the question 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. (2×10=20)

1. What is Communication ? Also explain its key features.

2. What are the various barriers of Communication ?
Explain with the help of examples.
3. What is the difference between Verbal and Non-verbal Communication ? Explain with the help of examples.
4. What is Conference ? Discuss the basic arrangements required to organize a conference.
5. What is Verbal Communication ? Discuss its key features and important types.

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. (5×4=20)

1. Write a note on importance of Communication in Professional life?

2. Write a note on Interview.
3. Write a note on 7C's of Communication.
4. Write a note on meaning and importance of Listening in Communication.
5. Write a note on types of group discussions.
6. Discuss about the basics of effective Public speaking.
7. What are the rules for Good writing ?
8. Highlight the significance of Written Communication.
