



Roll No.

Total No. of Pages : 02

Total No. of Questions : 18

B.Voc. (Travel and Tourism Management) (2019 Batch) (Sem.-1)

BUSINESS COMMUNICATION-I

Subject Code : BVTM-104-19

M.Code : 77150

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

SECTION-A

Answer briefly :

Q1 Communication

Q2 Name any one model of communication

Q3 Skills

Q4 Kinesics

Q5 Any one quality of a good speaker

Q6 Furniture as a tool for communication

Q7 Eye contact for communication

Q8 Audience analysis

Q9 Note taking

Q10 Listening barriers



SECTION-B

- Q11 Business communication is essential. Throw light on the purpose of business communication.
- Q12 Discuss the guidelines for effective listening.
- Q13 What are the essential qualities of a good speaker?
- Q14 Write a note on non-verbal communication related to body movements.
- Q15 As per you, what is the need for developing telephone skills in the hotel industry?

SECTION-C

- Q16 Define Communication. Discuss the various barriers in communication and ways to overcome them.
- Q17 What is the purpose of effective speaking? Discuss the purpose with special emphasis on organizing the idea and delivering speech.
- Q18 "*Artefacts have important use in nonverbal communication*". Explain.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.