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Total No. of Pages : 02

Total No. of Questions : 18

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

**BUSINESS COMMUNICATION-I**

Subject Code : BVTTM-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.