

**Roll No.**

**Total No. of Pages : 02**

**Total No. of Questions : 09**

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

# BUSINESS COMMUNICATION-I

**Subject Code : BVTTM-104-19**

**M.Code : 77150**

**Date of Examination : 19-01-23**

**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

1. **Answer briefly :**
  - a. Business communication
  - b. **Any one** barrier during listening
  - c. Vocal behaviour
  - d. Telephone activity
  - e. **Any one** way of overcoming barriers in communication
  - f. Computerized listening
  - g. Importance of non verbal communication.
  - h. Verbal communication
  - i. Proxemics
  - j. Need of communication

## SECTION-B

2. Throw light on the barriers in business communication.
3. Discuss the guidelines for effective listening.
4. Throw light on how is the purpose of speech defined and on delivery of speech.
5. Write a note on plants and colours being used as communicative artefacts.
6. Discuss the nature of telephone activities in hotel industry.

## SECTION-C

7. What is the need of communication? Discuss the various models of communication.
8. Throw light on the levels and types of listening. What are the barriers that need to be overcome for listening?
9. Define non-verbal communication. *“Kinesics serve as a form of non-verbal communication. Discuss in detail”?*

**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.**