

School of Hospitality

Tourism
ETE - Jun 2023

Time : 3 Hours

Marks : 100

Sem II - I1UA203T - Business Communication

Your answer should be specific to the question asked

Draw neat labeled diagrams wherever necessary

1. Define Interviews, what is a mock-interview? K1 CO1 (5)
2. Infer the greatest challenges of good communication. K2 CO2 (5)
3. Define 'agenda' and 'minutes'. K1 CO1 (5)
4. Outline some of the characteristics of Business communication. Compare the oral and written channels of communication. K3 CO3 (10)
5. Make a convincing proposal to be submitted to the Department of Tourism, West Bengal, regarding your plans to open a new resort in Bengal to develop rural tourism. K3 CO3 (10)
6. Interpret the meaning of business communication & explain various channels of communication. K2 CO2 (10)
7. Jet Airways has put an advertisement in the newspaper looking for a sales executive in Jharkhand to promote the brand in the area. Write a proposal to the Area Manager of Jet Airways, in response to the advertisement. K4 CO4 (10)

OR

- Inspect and explain the seven C's of business letter writing. K4 CO4 (10)
8. Discuss Presentation skill and its importance in Business communication. K6 CO5 (15)

OR

- Comment on the need of effective writing skills in business communication. Discuss some guidelines for effective writing. K6 CO5 (15)
9. Discover how the effectiveness of communication is evaluated? K4 CO4 (15)
 10. Evaluate the importance and impacts of body language on self-selling in the Tourism Business. K5 CO5 (15)