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School of Hospitality**Bachelor of Business Administration in Tourism and Travel
Mid Term Examination - Nov 2023****Duration : 90 Minutes
Max Marks : 50****Sem I - I1UA104T - Communicative English**General Instructions*Answer to the specific question asked**Draw neat, labelled diagrams wherever necessary**Approved data hand books are allowed subject to verification by the Invigilator*

- 1) Give an example of how paraphrasing can enhance listening skills. K2 (2)
- 2) Define paralanguage and provide an example of it. K1 (3)
- 3) Why is effective business communication crucial for organizations? K2 (4)
- 4) Why is verbal communication important in business? K2 (6)
- 5) What role does the sender play in the communication process? K3 (6)
- 6) What is the need for business letters in modern communication? K3 (9)
- 7) When might you use an inquiry letter in business communication? K4 (8)

- 8) What is the significance of engaging the audience in an oral presentation? K4 (12)

OR

How can audience-centered communication be achieved in oral presentations? K4 (12)