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School of Hospitality**Bachelor of Business Administration in Tourism and Travel
Mid Term Examination - May 2024****Duration : 90 Minutes
Max Marks : 50****Sem II - I1UA203T - Business Communication**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) How can one effectively structure an interview? K2 (2)
- 2) What are some essential tips for conducting a successful interview? K1 (3)
- 3) Explain the significance of audio elements in business communication. K2 (4)
- 4) What are some strategies for handling telephone communication effectively in a business context? K2 (6)
- 5) What is non-verbal communication, and how does it impact business interactions? K3 (6)
- 6) What is para language or para linguistics, and how does it influence business communication? K3 (9)
- 7) In what ways can para language affect the perception of authority in business settings? K4 (8)
- 8) Explain the concept of emotional intelligence and its importance in interpreting non-verbal communication in business. K4 (12)

OR

What are some common mistakes to avoid in non-verbal communication during business presentations? K4 (12)