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Bachelor of Tourism & Travel Management (BTTM)
(w.e.f. 2015-16) 2nd Semester Re-appear
Examination, May-2017
BUSINESS COMMUNICATION
Paper-15 BTTM-206

Time allowed : 3 hours]

[Maximum marks : 80

Note : Attempt six questions in all. Question No. 1 is compulsory.

1. (a) What is Business Communication ? $2 \times 10 = 20$
- (b) Define Extempore.
- (c) Define Miscommunication.
- (d) State the utility of Oral Communication.
- (e) Define Grapevine Communication.
- (f) How does semantic barrier during communication arise ?
- (g) Define the role of sender in communication process.
- (h) What is informal communication ?
- (i) Define speech.
- (j) What does the term courtesy implies ?

2. What are the common barriers to communication ? How can these be overcome ? 12
3. "Type of communication may be different according to the means used." Discuss. 12
4. What do you mean by business report ? Discuss the elements of business report. 12
5. What point should be kept in mind while drafting a speech ? 12
6. What do you understand by business letter ? What elements constitute the structure of a business letter ? Discuss briefly each one of them. 12
7. Write a detailed note on RTI Act. 12
8. Write short notes on : 6+6=12
- (a) Creative writing
- (b) Personal grooming.