

QP CODE: 19101354



Reg No :

Name :

BTTM DEGREE (CBCS) EXAMINATION, MAY 2019

Fourth Semester

Bachelor of Tourism and Travel Management

Core Course - TT4CRT17 - BASICS OF BUSINESS COMMUNICATION

2017 Admission onwards

9A523C8F

Maximum Marks: 80

Time: 3 Hours

Part A

Answer any **ten** questions.

Each question carries **2** marks.

1. What is oral communication?
2. List out the 7 Cs of communication.
3. What do you mean by business etiquette?
4. Define notice.
5. What is a minute?
6. What is office memorandum?
7. Explain the importance of press release.
8. What is the need of business letter?
9. State the Lay out of Business Letter?
10. What do you mean by Gaze?
11. Explain the term social behavior.
12. What is personality development?

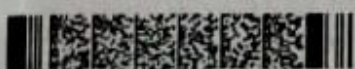
(10×2=20)

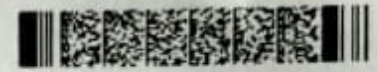
Part B

Answer any **six** questions.

Each question carries **5** marks.

13. What are the barriers to effective communication
14. Explain the impact of technology enabled communication
15. Prepare an agenda for a business meeting.
16. What are the features of a business letter?
17. What is status enquiry letter? What are the essentials of a status enquiry letter?





18. Describe the process of analyzing and interpreting the reports.
19. Short Note On Body language, Micro expression, Touching?
20. Explain the qualities of good personality.
21. Explain the different leadership style.

(6×5=30)

Part C

Answer any **two** questions.
Each question carries **15** marks.

22. What are the different types of informal communication?
23. Differentiate formal and informal communication.
24. What is an agenda? What are the information provided by an agenda?
25. Explain non-verbal communication

(2×15=30)

