



'সমানো মন্ত্র: সমিতি: সমানী'

UNIVERSITY OF NORTH BENGAL

B.VOC. Programme 2nd Semester Examination, 2023

SEC21-TOURISM AND HOSPITALITY MANAGEMENT (2.1)

BUSINESS COMMUNICATION

Time Allotted: 2 Hours

Full Marks: 60

The figures in the margin indicate full marks.

GROUP-A

Answer any two questions

12×2 = 24

1. Explain the factors that are responsible for the growing importance of communication in the Organization. 12
2. Explain with examples the different forms of communication and their respective advantages and disadvantages. 12
3. State the *functions* of Business Communication. Differentiate a *linear model* from an *interactive model* of communication. 12
4. Explain the concept of communication. Discuss the strength and limitations of verbal and non-verbal communication. 4+8

GROUP-B

5. Answer any **four** questions: 6×4 = 24
 - (a) Discuss the essential aspects to be complied with for good report writing. 6
 - (b) Discuss the general principles of effective communication. 6
 - (c) Discuss the physical barriers to effective communication. 6
 - (d) Discuss the various types of presentation. 6
 - (e) Discuss the advantages of informal communication. 6
 - (f) Define memo, notice and circular. 6

GROUP-C

6. Answer any **four** questions: 3×4 = 12
 - (a) What is a Grapevine in communication theory? 3
 - (b) Name the different methods of horizontal communication. 3
 - (c) What do you mean by 'feedback' in the process of communication? 3
 - (d) What do you mean by 'Clarity' in expression? 3
 - (e) Mention any three objectives of communication. 3
 - (f) What are the 7Cs of communication? 3

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