



UNIVERSITY OF NORTH BENGAL
B.VOC. Programme 2nd Semester Examination, 2021

SEC2.1-TOURISM AND HOSPITALITY MANAGEMENT

BUSINESS COMMUNICATION

Full Marks: 60

ASSIGNMENT

The figures in the margin indicate full marks.

Answer any two of the following assignments

30×2 = 60

1. (a) Define Non-Verbal Communication. What is the role of body language in communication? 14
- (b) Define proxemics. What is included in proxemics? Explain space language in details. 16
2. (a) “Communication is the life blood of an organisation”. Elaborate the statement with suitable examples. Briefly explain the process of communication. 15
- (b) What is meant by Communication Barriers? Discuss different types of Communication Barriers. What can be done to overcome the barriers to communications? 15
3. (a) Define Business Correspondence. What are the different kinds of business letters? Explain with format. 10
- (b) While drafting a report what technicalities should be kept in mind? Give the outline of formal Report. 10
- (c) Write 5 vocabulary words often confused, 5 words often misspell. What is the importance of oral Presentation? 5+5

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