



'समानो मन्त्रः समितिः समानी'

UNIVERSITY OF NORTH BENGAL
B.VOC. Programme 2nd Semester Examination, 2022

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. Define Communication. Discuss the steps involved in the process of communication. 2+10
2. Distinguish between verbal and non-verbal communication. Also discuss the strength and limitations of verbal and non-verbal communication. 6+6
3. Discuss the barriers to communication and state how the barriers can be overcome. 8+4
4. Discuss the general principles of effective communication. 12

GROUP-B

5. Answer any *four* questions:

6×4 = 24

- (a) What are the relative merits and demerits of written communication? 6
- (b) What are the essentials of a business letter? 6
- (c) What are the essentials of good report writing? 6
- (d) Write a short note on importance of communication. 6
- (e) What are the advantages of formal communication? 6
- (f) What are the advantages of informal communication? 6

GROUP-C

6. Answer any *four* questions:

3×4 = 12

- (a) What is PROXEMICS? 3
- (b) Name the different methods of horizontal communication. 3
- (c) What are the 7Cs of communication? 3
- (d) What do you mean by 'Clarity' in expression? 3
- (e) What is Grapevine? 3
- (f) What do you mean by 'feedback' in the process of communication? 3

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