

Name. _____		Printed Pages:01		
Student Admn. No.: _____				
School of Business Backlog Examination, June 2023 [Programme: BBA (Tourism & Travel)] [Semester: VI] [Batch:2019-23]				
Course Title: Communication Skills & Personality Development		Max Marks: 100		
Course Code: H000601T		Time: 3 Hrs.		
Instructions:	1. All questions are compulsory. 2. Assume missing data suitably, if any.			
		K Level	COs	Marks
SECTION-A (15 Marks)		5 Marks each		
1.	What refers to Personality Grooming?	K1	CO1	5
2.	List the various channels of communication	K1	CO1	5
3.	What is Group Discussion?	K2	CO2	5
SECTION-B (40 Marks)		10 Marks each		
4.	Explain the principles of effective communication.	K2	CO2	10
5.	Differentiate between Formal Communication & Informal Communication.	K3	CO3	10
6.	What is verbal communication? Explain in detail.	K3	CO3	10
7.	Explain different modes of presentation. OR List down key principles of business letter writing. Write a Job request letter to an organization	K4	CO4	10
SECTION-C (45 Marks)		15 Marks each		
8.	Discuss various steps involved in interview preparation.	K5	CO4	15
9.	What are Barriers to Communication? Name some important barriers.	K5	CO5	15
10	What do you mean by Business Communication? Explain with examples. OR Prepare your own Sample Curriculum Vitae.	K6	CO5	15