

School of Hospitality

Bachelor of Business Administration in Tourism and Travel
Semester End Examination - Jun 2024

Duration : 180 Minutes
Max Marks : 100

Sem II - I1UA203T - Business Communication

General Instructions

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

- 1) What is the first step in interpreting technical data effectively? K1(2)
- 2) What characterizes an effective kinesthetic speaker in business communication? K2(4)
- 3) What are the key characteristics of an effective business proposal? K2(6)
- 4) Describe proxemics or space language and its relevance in business communication. K3(9)
- 5) What strategies can businesses employ to improve non-verbal communication among employees? K3(9)
- 6) Why is ethical communication important in business? Provide examples of unethical communication practices and their potential consequences. K5(10)
- 7) Provide a step-by-step guide on how to tailor an application letter to a specific job posting. K4(12)
- 8) Describe the role of feedback in effective business communication. How does constructive feedback contribute to professional development and organizational growth? K5(15)
- 9) Discuss the importance of communication skills for effective team collaboration in business settings. How do strong communication skills contribute to team productivity and cohesion? K5(15)
- 10) Explain how fostering a scientific temper can promote critical thinking and problem-solving skills within a team. K6(18)