



# UTTARAKHAND OPEN UNIVERSITY HALDWANI (NAINITAL)

## BTTM Third Semester Assignment

Programme Code: BTTM 16 (Summer/Winter)

Session: 2017-18

Last Date of Submission:

31 Oct. 2017 (For Summer)

30 April 2018 (For Winter)

Course Title: Business Communication

Course Code: BTTM-304

Maximum Marks: 15

Section 'A' contains 08 short answer type questions of 2 marks each. Learners are required to answer 4 questions only. Answers of short answer-type questions must be restricted to 250 words approximately.

Briefly discuss the following:

1. Circulars
2. Agenda
3. Minutes
4. Qualities of a good speaker
5. Differentiate between listening & hearing.
6. Barriers of verbal communication
7. Non-verbal communication
8. E-Mail communication

Section 'B' contains 4 long answer-type questions of 3.5 marks each. Learners are required to answer any 2 questions only.

1. Define communication. Also discuss its significance.
2. Discuss the role of communication in Tourism Industry. Discuss in detail about the important types of communication.
3. Differentiate between oral & written communication
4. What is good listening? Discuss the significance of listening in Tourism Industry.