



UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)

उत्तराखण्ड मुक्त विश्वविद्यालय, हल्द्वानी (नैनीताल)

BTS THIRD SEMESTER ASSIGNMENT

Programme Code: BTS12

Session: 2013-14 (Summer)

Last Date of Submission: 15 JANUARY 2014

(जमा करने की अन्तिम तिथि: 15 जनवरी 2014)

Course Title: BUSINESS COMMUNICATION

Code: BTS 304

Year: 2013-14

Maximum Marks: 20

Section 'A' contains 08 short answer type questions of 2.5 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. Define Communication. What are the functions of Communication?
2. Define Business Communication
3. What are the six ways of Communication?
4. How is a memo different from a letter?
5. Define various types of Non verbal communication.
6. What are the various types of listening?
7. What are the essential qualities required by a good speaker?
8. Differentiate between good listening and bad listening.

Section 'B' contains 04 long answer-type questions of 05 marks each. Learners are required to answer 02 questions only.

1. Define Body Language. Suggest grooming standards for students studying hospitality management in a college.
2. Write a note on the importance of information technology and communications in the travel industry.
3. What are the various barriers of communication? Explain the process of communication in detail.
4. Differentiate between passive, aggressive and assertive behavior with example.