

**UTTARAKHAND OPEN UNIVERSITY, HALDWANI****DIPLOMA IN TOURISM STUDIES ASSIGNMENT***Programme Code: DTS10**Last Date of Submission: 15 MAY 2015***Course Title: Communication****Year: 2014-15 (Summer)****Course Code: ETS-105****Maximum Marks: 20**

*Section 'A' contains 08 short answer type questions of 2.5 marks each. Learners are required to answers 4 questions only. Answers of short answer-type questions must be restricted to 250 words approximately.*

**Briefly discuss the following:**

1. What do you mean by 'Verbal Communication'?
2. What is the difference between upward and downward communication?
3. Write short note on 'barriers to effective listening'.
4. Define 'Grievance Interview'.
5. What are the main characteristics of non-verbal communication?
6. What factors should body language include during public speaking?
7. Write short note on 'Principles of Presentation'.
8. Discuss the various merits and demerits of oral communication.

**Section 'B' contains 04 long answer-type questions of 5 marks each. Learners are required to answers 02 questions only.**

1. Describe the relevance of good Communication skills and personality in Tourism industry.
2. What is a meeting? Explain the various factors need to be considered while planning a meeting.
3. What efforts need to be made by a listener for effective communication? Explain.
4. Explain the objectives of a meeting/conference. How can a meeting be run successfully.