



QP CODE: 25019329

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Reg No : .....

Name : .....

**BTTM DEGREE (CBCS) ) REGULAR/ IMPROVEMENT/ REAPPEARANCE / MERCY  
CHANCE EXAMINATIONS, FEBRUARY 2025**

**Fourth Semester**

Bachelor of Tourism and Travel Management

**Core Course - TT4CRT17 - BASICS OF BUSINESS COMMUNICATION**

2017 Admission Onwards

5BEA5D78

Time: 3 Hours

Max. Marks : 80

**Part A**

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. List out the 7 Cs of communication.
2. What do you mean by business etiquette?
3. List down the technologies of business communication.
4. What is a meeting?
5. What is a minute?
6. What is office memorandum?
7. What is office order?
8. What is the need of business letter?
9. Tate the Lay out of Business Letter?
10. Define cognitive factors.
11. What is group behavior?
12. State the traits and features of personality.

(10×2=20)

**Part B**

*Answer any **six** questions.*

*Each question carries **5** marks.*





13. Explain the need and significance of communication.
14. Explain the medias used in written communication.
15. What are the advantages of a good agenda?
16. Write a short note on Notice.
17. What is status enquiry letter? What are the essentials of a status enquiry letter?
18. Describe the process of analyzing and interpreting the reports.
19. Explain non-verbal communication.
20. What are the merits of social behavior?
21. Explain the different leadership style.

(6×5=30)

### **Part C**

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Differentiate formal and informal communication.
23. What are the functions of business communication?
24. Write a short note on Press Release.
25. Write a short note on (A) Gestures(B) Facial Expression

(2×15=30)

