



PG – 657

II Semester M.T.A. (Integrated – 5 Years Course)
Examination, June/July 2014
(NS) (Semester Scheme)
(2013 – 14 & Onwards)
TOURISM ADMINISTRATION
Paper – 2.4 : Business Communication

Time : 3 Hours

Max. Marks : 80

SECTION – A

1. Answer **any 10** of the following sub-questions. **Each** carries 2 marks. (10×2=20)
- What is ethical communication ?
 - How does open punctuation differ from mixed punctuation ?
 - What do you mean by 'Minutes' ?
 - What is presentation ?
 - What are the major elements of non-verbal communication ?
 - What are the disadvantages of written communication ?
 - What is a credit letter ?
 - What do you mean by telewriting ?
 - What are Dialogue skills ?
 - What is Forwarding note ?
 - What is a mail questionnaire ?
 - What do you mean by oral presentation ?

SECTION – B

Answer **any 5** of the following. **Each** carries 6 marks. (5×6=30)

- How do business letters differ from personal letters ?
- Explain modern media modes.

P.T.O.



4. "The main purpose of a sales letters is to convert the reader into a customers". How is this purpose achieved ?
5. How does your understanding of the communication process help you conduct business more effectively ?
6. Discuss briefly the barriers to communication.
7. Why are subject lines in e-mail message important ?
8. What is a resume ? What is its main function ?
9. What elements must appear in the structure of every report ?

SECTION – C

Answer **any 2** of the following. **Each** carries **15** marks. (2×15=30)

10. a) Prepare the agenda for a meeting of the Ramnagar Chamber of trade to be held at 10 a.m. on 5th May, 2014 arranging the following item in proper order. Organisation of shopping week, any other business, report of the Finance Committee, nomination of two delegates to the seminar on marketing management, minutes of the last meeting, estimate for redecoration of the building.
b) Assuming that you were the secretary is attendance. Write the minutes of the meeting.
11. You are the sales manager of LK and Co., Daryaganj, Delhi and you have received an angry letter from one of your customer about the defects in an electric toaster he brought from your stores a week ago. Draft a suitable reply.
12. Assume that a friend of yours is the M.D of Shah Textile Ltd, Surat. He has suggested that you to apply for the post of as sales manager in a sister concern called Mehta Engineering Work, Poona. Draft a letter of application.
13. Discuss briefly the use of computers for communication.