F 6858-A (Pages : 2) Reg. No.....

Name.....

B.VOC. DEGREE EXAMINATION, FEBRUARY 2020

Second Semester

COMMUNICATION AND PERSONALITY SKILLS FOR TOURISM

(For B.Voc. Programme in Tourism and Hospitality Management)

[2018 Admissions—2014 Scheme]

Time : Three Hours Maximum : 80 Marks

Part A (Very Short Answer Questions)

Answer **all** *questions in one* **or** *two sentences each.*
Each question carries 1 *mark.*

1. What is business communication ?
2. Define informal communication.
3. What is upward communication ?
4. What is telecommunication ?
5. Explain Resume.
6. Define Personality.
7. Define Posture.
8. Define Service.
9. Define Customer.
10. Explain Feedback.

(10 × 1 = 10 marks)

Part B (Short Answer Questions)

Answer any **eight** *of the following in not more than 50 words*
Each question carries 2 *marks.*

11. What is group communication ?
12. Explain business organisation.
13. What is compliant management ?
14. What is attitude ?
15. What is a memo ?
16. What is facial expression ?

Turn over

17. Explain customer delight.
18. What is video conferencing ?
19. Explain organisational culture.
20. What is interpersonal communication ?
21. What is meant by communication barrier ?
22. What is meant by report writing ?

(8 × 2 = 16 marks)

Part C (Short Essays)

Answer any **six** *of the following in not more than 100 words each.*
Each question carries 4 *marks.*

23. Explain the functions of communication.
24. State and explain the communication process.
25. List out the contents of a resume.
26. What are the types of personalities ?
27. Explain the essential of a good report.
28. Why after sales service is essential ?
29. What are etiquettes in business communication ?
30. Narrate the various customer feedback tools.

(6 × 4 = 24 marks)

Part D (Long Essays)

Answer any **two** *of the following in not more than* 400 *words.*
Each question carries 15 *marks.*

31. Describe briefly the important communication models.
32. "No communication is free from barriers". Explain and suggest suitable measures to overcome such barriers.
33. Explain the factors influencing the personality of an individual.
34. Discuss the important areas of customer care with example.
35. Elucidate the determinants of customer satisfaction.

(2 × 15 = 30 marks)