

THMC - 110: BUSINESS COMMUNICATION

Duration: 3 Hours

Max. Marks: 60

Instructions:

- 1) Answer all the questions
- 2) Marks are indicated against each question

1. Write Short Notes on any 5 of the following: (2 marks x 5)
 - a. Physical Barriers to Communication
 - b. Good posture
 - c. Minutes of a Meeting
 - d. Buzz-words in Social Media Marketing
 - e. The importance of visuals in PowerPoint
 - f. Print Advertisements for Business Communication

2. A. What are the elements in a communication cycle? Explain with examples. (10 marks)
OR
B. Your friend is preparing to attend a job interview. What advice would you give her so that she projects confidence through her body language? What body language gestures and movements would you remind her to avoid? (10 marks)

3. A. Describe the implementation and success of a Social Media Campaign with a suitable example from the Travel and Tourism industry. (10 marks)
OR
B. Define Social Media Tracking. Why do organizations find the need for Social Media Tracking? (10 marks)

4. A. You are given 3 days to work on a PowerPoint presentation on a topic from your curriculum. You will have 15 minutes to present it in class. How will you go about planning and designing the presentation? Explain with examples. (10 marks)
OR
B. What are the keys to maintaining confidence and answering questions effectively while making a presentation in front of an audience? (10 marks)

5. Read the following advertisement, which appeared in the Navhind Times dated 28th October 2016 and answer BOTH the questions given below.

WALK-IN INTERVIEW DATES
2, 3 & 4 November 2016 | 11am to 6pm

HR Manager : 5 to 7 years of experience | MBA in HR | Hotel experience must


F&B Manager : 5 to 7 years of experience | Hotel Management Degree must

FOM : 5 to 7 years of experience | Hotel Management Degree must

Sales Executive : 3 to 4 years of experience | MBA in Sales & Marketing
Hotel experience must

Guest Relation Executive : 2 to 3 years of experience | Hotel Management
Degree is must | Hotel experience must

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- A. Imagine that you were unable to attend the walk-in interview, and write a letter of Application for the most suitable position, explaining why you are an ideal candidate, despite not having a Hotel Management Degree. (10 marks)
- B. Write a detailed Resume, assuming that you have successfully completed your post-graduation program. (10 marks)