

MTTM-105: BUSINESS COMMUNICATION IN TOURISM
(Tutor Marked Assignment)

Course Code: MTTM-105
Total Marks: 100

Programme: MTTM_NEW
Assignment Code: MTTM-105/TMA/2026

Note: This TMA consists of **ten questions**, out of which you have to **attempt any five**.

The question carries **20 marks each** and should be answered in about **500 words**. Send your TMA to the Coordinator of your Learner Support Centre.

1. Discuss the role of business communication in business enterprises. 20
2. Explain the various barriers to communication. 20
3. What is Kinesics? Explain the role of physical appearance, posture, gestures, facial expressions and eye contact in effective communication. 20
4. What is informal communication? Explain the concept of Grapevine communication and discuss its advantages and disadvantages in an organisation. 20
5. What is emotional intelligence? Explain its five major areas and examine the relationship between emotional intelligence and effective interpersonal communication. 20
6. Describe the process of presentation. Explain the essential features of an effective introduction, body and conclusion. 20
7. Describe the various steps involved in preparing a business report. 20
8. A family approaches a travel agency for a customised holiday but has different preferences, a limited budget and specific accommodation requirements. Explain how a travel consultant should communicate with the family (from the initial enquiry to the final booking). 20
9. Compare and contrast the Linear Concept of Communication with the Two-Way Communication Process. 20
10. Write short notes on the following: (5x4=20)
 - a) Characteristics of good written communication
 - b) Meaning and importance of listening
 - c) Communication responsibilities of a tourist guide.
 - d) Cross-cultural Communication in tourism