

**B.voc Tourism and Hospitality****Course code- HTMBV-108****Communication Skills and Personality Development**

External Exam Marks: 70

Pass percentage: 40%

Internal Assessment: 30

Credit -04

External Examination Time: 3 hours

**Course objectives:**

1. Understand the Fundamentals of Communication:
2. To introduce students to the basic concepts, types, and elements of communication including verbal, non-verbal, formal, informal, and intercultural communication.
3. Analyze Communication Barriers:
4. To identify common barriers to effective communication (e.g., psychological, physical, cultural, linguistic) and develop strategies to overcome them.
5. 3. To explore the role of communication in organizational settings including teamwork, meetings, business correspondence, and digital communication.

**Course Learning Outcomes:**

1. Demonstrate understanding of fundamental communication principles
1. Students will be able to explain the process, types, and functions of communication in various contexts.
2. Deliver structured and confident oral presentations.
3. Demonstrate awareness of cross-cultural and ethical communication practices

**INSTRUCTIONS FOR THE PAPER-SETTER**

The question paper will consist of three sections: A, B and C. Sections A and B will have four questions each from the respective sections of the syllabus and each carry 12 marks. Section C will consist of one compulsory question having eleven short questions covering the entire syllabus uniformly. Each question in section C will be of 02 marks.

**INSTRUCTIONS FOR THE CANDIDATES**

The question paper will consist of three sections: A, B and C. Sections A and B will have four questions each from the respective sections of the syllabus and each carry 12 marks. Section C will consist of one compulsory question having eleven short questions covering the entire syllabus uniformly. Each question in section C will be of 02 marks.

**SectionA****Communication Skills: -**

Definition

Importance of Communication

Verbal Communication and Non-Verbal Communication

The 7C's of Effective Communication

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## Tourism (SEM-I)

Barriers to communication and how to overcome them

### Listening Skills:

The role of active listening in effective communication,  
Techniques for active listening

### Writing Skills:

Basics of Writing  
Effective writing definition  
Steps for effective writing  
Types of effective writing

### Reading Skills:

Skimming and Scanning  
Intensive and Extensive Reading  
The SQ3R method

### Speaking Skills

Introduction to speaking skills  
Public speaking  
Interview skills  
Group discussions and debates

## SECTION-B

### Personality Development

Meaning & Concept  
Dynamics of personality  
Self Confidence & Self esteem

### Stress Management:

Introduction to stress  
Causes of Stress  
Impact of Stress  
Managing Stress

### Time Management:

Time as a Resource  
Techniques for better Time Management

### Leadership:

Definition  
Leadership qualities

### Recommended Books and Suggested Readings:

1. T. Singh – Communication Skills and Personality Development, New Academic Publishing
2. Vandana R. Singh – The Written Word, New Delhi: Oxford, 2006
3. M.K. Sehgal & Vandana Khetarpal – Business Communication, New Delhi: Excel Books, 2007
4. – A Course in Communication Skills, Bangalore: Cambridge University Press, 2008
5. Subhash Jagota – Succeeding through Communication, New Delhi: Excel Books, 2007

### Teaching Learning Activities:

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Tourism (SEM-I)

**Assignments:** Class assignments focus on a strong foundation of conceptual knowledge, better understanding of the subject and development of problem-solving skills.

**Guest lectures:** Guest lectures are conducted for overall development of students and a strong foundation of the subject.

**Quizzes:** Quizzes are organised to build the bridge between theoretical and practical applications of the learned concepts.

**Group discussions:** Group discussions are conducted to develop and boost the self-confidence comparative aptitude and enhance the problem solving skills seminar seminars are conducted for overall personality development for interviews and class teaching this will help them in for the placement

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