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Roll No.

223921

2nd Year / Hotel Management & Catering Technology

Subject : Hotel Business Communication-I

Time : 3 Hrs.

M.M. : 60

SECTION-A

Note: Multiple choice questions. All questions are compulsory
(6x1=6)

Q.1 Lateral communication is between

- a) Superior and Subordinate
- b) Same cadre of personal
- c) Subordinate and superior
- d) Among all

Q.2 The most basic type of listening is known as :

- a) Discriminative listening
- b) Comprehension listening
- c) Appreciative listening
- d) Evaluative listening

Q.3 An Agenda prepared in connection with _____

- a) Meeting b) Business tours
- c) Exhibition d) Personal notes

- Q.4 A-----is also known as a 'cover letter'
 a) Resume b) Curriculum vitae
 c) Application letter d) Sales letter
- Q.5 ----- tells how our body communicates
 a) Paralanguage b) Kinesics
 c) Chronemics d) Proxemics
- Q.6 Which is NOT one of the three purposes for giving oral presentations ?
 a) To persuade b) To debate
 c) To build goodwill d) To inform

SECTION-B

Note: Objective/ Completion type questions. All questions are compulsory. $(6 \times 1 = 6)$

- Q.7 What do you mean by comment card ?
- Q.8 Define Memo ?
- Q.9 What do you mean by appropriate mannerism ?
- Q.10 Explain the mechanism of communication ?
- Q.11 What is the purpose of Group Discussion ?
- Q.12 How to overcome fear of facing public ?

SECTION-C

Note: Short answer type questions. Attempt any eight questions out of ten questions. $(8 \times 4 = 32)$

- Q.13 What are the essential qualities of a good speaker ?
- Q.14 Proper grooming is of great importance in hotel industry ? Explain .

- Q.15 Discuss the importance of Non-verbal communication.
- Q.16 What are the advantages of oral communication ?
- Q.17 Define telephonic messages ?
- Q.18 What are the parts of a report ?
- Q.19 What is the role of body language in public speech ?
- Q.20 What do you understand by audience analysis ? Explain its importance .
- Q.21 What are etiquettes ?
- Q.22 Write down the difference between Sales letter & Request letter ?

SECTION-D

Note: Long answer type questions. Attempt any two questions out of three questions. $(2 \times 8 = 16)$

- Q.23 Explain the importance of communication in the Hospitality industry ?
- Q.24 What is Self -development ? How self-development improve communication ?
- Q.25 Discuss the barriers to communication. Explain the way of overcoming the barriers in a successful manner .