

- Explain its characteristics in detail.
- Q.21** What is the role of communication in day-to-day life? Delineate the components of communication cycle.
- Q.22** Which soft skills are required by a manager in a hotel? Illustrate with the help of examples.
- Q.23** Imagine that you are the senior HR Executive in an organization. How would you introduce new intern to your staff members?
- Q.24** How far is it imperative to have a correct pronunciation in communication?

SECTION-D

Note: Long answer type questions. Attempt any two questions out of three questions. (2x10=20)

- Q.25** What is communication? Discuss its importance in a business organization.
- Q.26** Do you agree that non verbal communication is as important as verbal communication? Elaborate with the help of examples.
- Q.27** Explain the techniques which help in effective listening.

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1st Sem.
Branch: Hotel Mgmt. (Semester Sys)
Sub : Hotel Communication Cum Soft Skills-I

Time : 3 Hrs. M.M. : 70

SECTION-A

Note: Multiple choice questions. All questions are compulsory (7x1=7)

- Q.1** Which of these is a physical barrier?
 a) Language b) Distance
 c) Selective Perceptiond) Vocabulary
- Q.2** What is the other name for lateral communication?
 a) Upward b) Downward
 c) Horizontal d) Vertical
- Q.3** Putting the meaning of message into words is called.
 a) Decoding b) Perceiving
 c) Encoding d) Selecting
- Q.4** The study of body language is called
 a) Haptics b) Chronemics
 c) Proxemics d) Kinesics
- Q.5** What is informal communication called?
 a) Downward Communication

- b) Upward Communication
 - c) Grapevine
 - d) Suggestion
- Q.6 Voice modulation helps an orator to
- a) Speak loudly
 - b) Write effectively
 - c) Listen attentively
 - d) Deliver a speech impressively
- Q.7 Which among these is not a demerit of written communication?
- a) Possibility of miscommunication
 - b) Time consuming
 - c) Cost and material
 - d) Permanent record

SECTION-B

Note: Objective/ Completion type questions. All questions are compulsory. $(7 \times 1 = 7)$

- Q.8 The different medias of oral communication are _____.
- Q.9 Name an essential soft skill required in the hospitality industry.
- Q.10 Semantic barrier of communication can be removed by _____.

- Q.11 Speaking is a productive skill because _____.
- Q.12 Who transmits the message in the communication process?
- Q.13 Email is not an effective medium of communication on when _____.
- Q.14 Name one psychological barrier of communication.

SECTION-C

Note: Short answer type questions. Attempt any six questions out of ten questions. $(6 \times 6 = 36)$

- Q.15 What do you understand by “Proxemics” as a branch of non-verbal communication? How is it effective?
- Q.16 Explain the strategies you would employ in order to remove the physical barriers of communication.
- Q.17 Discuss Communication as a significant soft skill in the hospitality industry.
- Q.18 You are appearing for an interview for the post of Front Office Assistant. Introduce yourself giving details of your education background, family, experience etc.
- Q.19 Elucidate the four skills of communication and justify why they are named ‘receptive’ and ‘Productive’?
- Q.20 What is the significance of oral communication?