

## **SECTION-D**

**Note:** Long answer type questions. Attempt any two questions out of three questions. (2x8=16)

- Q.23 Elaborate on the telephone handling etiquettes in the hotel.
- Q.24 Draw the Format of Guest feedback Form and Highlight the importance of guest feedback.
- Q.25 Enlist and explain the qualities of a good speaker.

No. of Printed Pages : 4

Roll No. ....

223921

## **2nd Sem / 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 Telephonic conversation is a
- a) Visual communication
  - b) Verbal communication
  - c) Non-verbal communication
  - d) Written communication
- Q.2 Normal salutation in chairman speech would be
- a) Respected sir      b) Ladies &gentle men
  - c) Dear Sir            d) Madame
- Q.3 Reports from Subordinates to supervisor take the form of
- a) Downward communication
  - b) Upward communication
  - c) Horizontal Communication
  - d) Diagonal Communication

Q.4 Gesture is an example of  
a) Body Language  
b) Speech  
c) Grammar  
d) Written Communication

Q.5 On the \_\_\_\_\_ It is easy to get the immediate feedback  
a) E-mail                    b) Letters  
c) Telephones              d) Fax

Q.6 Contents of an offer or quotation are \_\_\_\_\_  
a) Request for price  
b) Details of products  
c) Pleasing tone  
d) Request for traders information

## SECTION-B

**Note:** Objective/ Completion type questions. All questions are compulsory. (6x1=6)

Q.7 Define Social Media.

Q.8 What is stress Management?

Q.9 Define a Guest Complaint.

Q.10 What is Quotation?

Q.11 What do you mean by Personality Traits?

Q.12 Define a Report.

## SECTION-C

**Note:** Short answer type questions. Attempt any eight questions out of ten questions. (8x4=32)

- Q.13 Explain in brief the Components of Body language.
- Q.14 What is importance of addressing & greeting the guest in the Hotel industry?
- Q.15 Elaborate on the importance of accurate message taking in the hotel industry.
- Q.16 Explain the inter-departmental Communication between Front office and F&B service Department in a hotel.
- Q.17 Write an e-mail to a guest requesting to pay the outstanding balance ASAP.
- Q.18 Explain the importance of social media in the promotion of Hotel Business.
- Q.19 “Complaints are like medicines to hotels” prove this statement.
- Q.20 What points to be kept in mind while communication with guest?
- Q.21 What point would you keep in mind while participating in Group Discussion?
- Q.22 Enlist and explain the types of communication.