

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.

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223921

Roll No.

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
- Body Language
 - Speech
 - Grammar
 - Written Communication
- Q.5 On the _____ It is easy to get the immediate feedback
- E-mail
 - Letters
 - Telephones
 - Fax
- Q.6 Contents of an offer or quotation are _____
- Request for price
 - Details of products
 - Pleasing tone
 - 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?

(2)

223921

- 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.

(3)

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