

- Q.21 Place an order in bulk for crockery required in the restaurant of your hotel. Give all the relevant details.
- Q.22 How does the internet play a significant role in the hotel industry?
- Q.23 Write a goodwill letter to a supplier who delivered an important consignment in time at your hotel. Assume the necessary details
- Q.24 Draft an enquiry letter setting quotations for bulk purchase of furniture for your hotel.

#### **SECTION-D**

- Note:** Long answer type questions. Attempt any two questions out of three questions. (2x10=20)
- Q.25 What do you understand by grooming in the hotel industry? How does etiquette at work help one to climb the ladder of success? Discuss in detail.
- Q.26 Communication is called the lifeline of any organization. How far does this hold true for the hospitality industry? Illustrate.
- Q.27 How is a business letter different from a personal letter? Explain the different parts of a business letter. How can it be made more effective?

No. of Printed Pages : 4

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DHM-02011

**2nd Sem / Hotel Mgmt. (Sem. Sys)**

**Subject : Hotel Communication Cum Soft Skills- II**

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 media of downward communication?  
 a) Memo                      b) Circular  
 c) Meetings                  d) All of the above
- Q.2 What is the other name for upward communication?  
 a) Diagonal                 b) Lateral  
 c) Horizontal                d) Vertical
- Q.3 Which among these is not a challenge of technology?  
 a) Cyber crime              b) Maintenance  
 c) Unemployment            d) Globalization
- Q.4 The appropriate etiquettes required by the hotel staff include

- a) A smiling face
- b) Keeping hands in the pockets
- c) Standing upright in front of a guest
- d) Both a & C

Q.5 What is not a hard skill in hospitality sector?

- a) F & B management
- b) Sales and marketing skills
- c) Emotional intelligence
- d) Commercial acumen

Q.6 Memo is an example of

- a) Downward communication
- b) Inter department communication
- c) Lateral communication
- d) All of the above

Q.7 What is not included in a business letter?

- a) Date
- b) Salutation
- c) Complimentary close
- d) Sender's Address

### SECTION-B

**Note:** Objective/ Completion type questions. All questions are compulsory. (7x1=7)

Q.8 Grooming in the hospitality industry includes

\_\_\_\_\_

Q.9 Name an essential soft skill required in the hospitality industry.

Q.10 The full form of email is \_\_\_\_\_.

Q.11 The essential etiquettes required for the Front Office staff include \_\_\_\_\_.

Q.12 What is the objective of business letter?

Q.13 What do you understand by filing?

Q.14 A sales letter is designed to \_\_\_\_\_.

### SECTION-C

**Note:** Short answer type questions. Attempt any six questions out of ten questions. (6x6=36)

Q.15 What role does the global environment play in business?

Q.16 Enumerate the advantages of vertical communication.

Q.17 What is the role of politeness in the F&B Department? Is it an invaluable asset?

Q.18 Write an email to a privileged customer who had complained about poor room service during his/ her stay in the hotel/ Try to pacify and reassure the customer .

Q.19 As the Senior Manager of an organization, write a memorandum to a junior employee seeking explanation for gross misconduct with a client.

Q.20 How do good communication skills enhance a guest's experience ?