

- 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.

**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 Perception      d) 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. (7x1=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 \_\_\_\_\_.

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- 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. (6x6=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?

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