

- Q.16 Write any 5 uses of feedback Performa?
- Q.17 What are the key points that you should include when noting down a message?
- Q.18 How to provide information in courteous manner?
- Q.19 Suggest some way to manage a strong relationship with a hotel guest.
- Q.20 What are the different ways of providing feedback?
- Q.21 Identify the communication challenges faced by the employees in a large hotel.
- Q.22 What is the purpose of quotation?

SECTION-D

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

- Q.23 What is communication? Explain different types of communication based on direction.
- Q.24 Draft an effective welcome letter for the hotel guest?
- Q.25 What is body language? Give some examples of facial expression and what emotion do they convey?

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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 What is downward communication in the hotel industry?
- a) Communication that flows from top to bottom
 - b) Communication that flows from bottom to top
 - c) Communication that flows horizontally
 - d) None of the above
- Q.2 What is the role of a hotel website in the hospitality industry?
- a) To provide online booking systems
 - b) To promote the hotel's facilities and services
 - c) To attract potential customers
 - d) All of the above

- Q.3 What is the key word associated with etiquette?
- a) Respect b) Politeness
c) Manners d) Courtesy
- Q.4 Which of the following is NOT a form of social media communication?
- a) Posting updates on Twitter
b) Sharing photos on Instagram
c) Sending an email to a friend
d) Participating in a discussion on LinkedIn
- Q.5 Which of the following is an example of positive body language in the hotel industry?
- a) Crossing your arms while speaking to a guest.
b) Maintaining eye contact with a guest.
c) Fidgeting or tapping your foot while speaking to a guest.
d) Avoiding physical contact with a guest.
- Q.6 What are some strategies for handling difficult or challenging phone calls?
- a) Remaining calm and professional
b) Active listening and clarifying the issue
c) Offering solutions or alternatives
d) All of the above

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SECTION-B

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

- Q.7 A supervisor complaining about his subordinate to his manager is a type of _____ communication.
- Q.8 Twitter, Facebook, Instagram are examples of _____ platforms.
- Q.9 A _____ is a formal document that outlines the details and cost of a product or service being offered.
- Q.10 Effective communication is not important in addressing guest issues. (True/False)
- Q.11 Good etiquettes doesn't involve dressing sense and style. (True/False)
- Q.12 Positive thinking is a physical attitude of a person. (True/False)

SECTION-C

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

- Q.13 How important is planning and coordination for effective communication in hotel industry?
- Q.14 What are some common workplace etiquette?
- Q.15 How to properly address and greet a guest?

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