

Roll No.

MHM–101

Corporate Communication

Master of Hotel Management (MHM–11/16)

First Semester, Examination, 2017

Time : 3 Hours

Max. Marks : 35

Note : This paper is of **thirty five (35)** marks containing **three (03)** sections A, B and C. Attempt the questions contained in these sections according to the detailed instructions given therein.

Section–A

(Long Answer Type Questions)

Note : Section ‘A’ contains four (04) long answer type questions of seven and half ($7\frac{1}{2}$) marks each. Learners are required to answer *two* (02) questions only.

1. Discuss “Oral Communication” as an effective tool for hospitality professionals. How a guest can be impressed with good communication skills ?
2. What are the Types of “Non-Verbal Communication” ? Explain with suitable examples.
3. Discuss the importance of “Meetings and Conferences”. Explain how a conference is booked and followed up.
4. What are the different types of “Interviews” ? Explain any *three* with examples.

Section-B

(Short Answer Type Questions)

Note : Section 'B' contains eight (08) short answer type questions of two and half ($2\frac{1}{2}$) marks each. Learners are required to answer *six* (06) questions only.

Briefly explain the following :

1. Kinesics.
2. Grapevine Communication.
3. Extempore.
4. Fear of Conflict.
5. Body Language.
6. People related barriers to communication.
7. Sales Letter.
8. Feedback.

Section-C

(Objective Type Questions)

Note : Section 'C' contains ten (10) objective type questions of half ($\frac{1}{2}$) mark each. All the questions of this section are compulsory.

Write the correct form of verb given in the brackets :

1. No one can stop me from what is right. (do)
2. On the news, the meeting was cancelled. (hear)
3. He was charged with into the house. (break)
4. By early, they shall avoid the heavy traffic.
(leave)
5. We the gate before going out yesterday. (lock)

Substitute with one word :

6. One who cannot read or write

[3]

7. A person who makes an official examination of accounts
8. One who looks at the bright side of things
9. The person who speaks for an organization/ others
10. Government by the people

