

Roll No.

HM-101/MHM-101

Business Communication/Corporate Communication

Master of Hotel Management (MHM-11/16/17)

First Semester, Examination, 2018

Time : 3 Hours

Max. Marks : 40

Note : This paper is of **forty (40)** marks containing **three (03)** Sections A, B and C. Learners are required to 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 nine and half ($9\frac{1}{2}$) marks each. Learners are required to answer *two* (02) questions only.

1. Discuss the importance of Communication in Hospitality Industry.
2. What makes a good speaker effective ? Discuss the essential qualities required to become a good speaker.
3. Discuss Report writing. What are the *three* types of reports used in business communication ?
4. How does culture affect formal communication ? How does one become a good communicator in a different culture ?

(B-86) P. T. O.

Section-B

(Short Answer Type Questions)

Note : Section 'B' contains eight (08) short answer type questions of four (04) marks each. Learners are required to answer *four* (04) questions only.

1. Formal Interview.
2. Paralanguage.
3. Voice Modulation.
4. Board Meeting.
5. Passive Behaviour.
6. Empathy.
7. Grapevine Communication.
8. Gestures.

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.

Choose the correct option :

1. Which of the following is not a component in the Communication Model ?
 - (1) Sender
 - (2) Messenger
 - (3) Encoding
 - (4) Receiver
 - (a) All of the above
 - (b) All, except (1)
 - (c) All, except (2)
 - (d) All, except (3)

2. What kind of information should be included in a resume ?
 - (1) Work experience
 - (2) Education
 - (3) Affiliation and membership
 - (4) Letter of recommendation
 - (a) All, except (1)
 - (b) All, except (2)
 - (c) All, except (3)
 - (d) All, except (4)
3. What are the common barriers that impede communication ?
 - (1) Barriers with people
 - (2) Barriers with words
 - (3) Barriers made by cultural differences
 - (4) Barriers made by distance
 - (a) All of the above
 - (b) All, except (2)
 - (c) All, except (3)
 - (d) All, except (4)
4. Which of the following information should be included in minutes ?
 - (1) Date and venue of the meeting
 - (2) Decisions made at the meeting
 - (3) Comments from the members
 - (4) Action to be taken by the members

- (a) All of the above
 - (b) All, except (2)
 - (c) All, except (3)
 - (d) All, except (4)
5. When preparing to write for business purposes, the 4 P's include :
- (1) Personal
 - (2) Position
 - (3) Polite
 - (4) Professional
 - (a) All, except (1)
 - (b) All, except (2)
 - (c) All, except (3)
 - (d) All, except (4)
6. What should be avoided when engaging in business correspondence ?
- (1) Choppy sentences
 - (2) Passive sentences
 - (3) Bias-free language
 - (4) Cliches
 - (a) All, except (1)
 - (b) All, except (2)
 - (c) All, except (3)
 - (d) All, except (4)

7. Which of the following is not a problem when calling for a meeting ?
 - (a) Personal agenda
 - (b) Team spirit
 - (c) Interpersonal conflicts
 - (d) Cultural differences
8. Which of the following sentences about reports is not true ?
 - (a) A short report is meant to convey information in an efficient, compact format.
 - (b) An annual report is usually published once a year for shareholders as well as for employers.
 - (c) A recommendation report examines a situation and concludes with specific recommendations.
 - (d) A proposal is a report written to convince a reader that a need exists and that specific action should be taken to remedy that need.
9. Which of the following is not an external business written communication ?
 - (a) Complaint letter
 - (b) Curriculum Vitae
 - (c) Memo
 - (d) Enquiries letter

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10. Effective communication can only be achieved when :

- (1) The audience is understood
- (2) Feedback is encouraged
- (3) Thoughts are organized
- (a) All of the above
- (b) All, except (1)
- (c) All, except (2)
- (d) All, except (3)