

Roll No.

Semester, Examination–2013-14

MHM-11 (Master in Hotel Management)

MHM-101

Corporate Communications

Time : 3 Hours

Maximum Marks : 30

Note : The question paper is divided into three sections A, B and C. Give the answer according to the directions given in each section.

Section-A

(Long Answer Type Questions)

Note : Answer any two Questions. Each Question carries 7.5 Marks. (2×7.5=15)

1. Write a briefnote on 'communication network'.
2. Elucidate the significance of Feedback in successful communication.

3. Define listening and its types and road blocks of listening.
4. Define Meeting and its objectives.

Section-B

(Short Answer type Questions)

Note : Answer any four Questions. Each Question carries 2.5 Marks. (4×2.5=10)

1. List the qualities of good Speaker.
2. Enlist the types of communication
3. Briefly describe the 7 C's of communication.
4. Differentiate between Non-verbal and Verbal communication.
5. Explain Barriers of Communication.
6. Elucidate the importance of Feedback in communication process.
7. Define Interview. And explain its types.
8. Define Listening and elucidate its importance.

Section-C

Objective type Questions (Compulsory)

Note : Answer all questions. Each Question carries 0.5 Mark.

(10×0.5 = 5)

Fill in the Blanks.

1. Communication is a process.
2. Spoken words are usually understood than words.
3. Communication between superiors & subordinates represent communication.
4. Informal communication is also known as
5. Good makes speeches talk or presentation more effective and easier.

State True or False

6. The word communication has been derived from the German word 'Communis'.
7. Communication between subordinates & superiors represent upward communication.

8. In Non-verbal communication speaker and the listeners play a vital role.
9. Style of dress is communicated by appearance.
10. Toe pointed outward means confidence.