

**BACHELOR IN HOTEL MANAGEMENT (BIHM)**

**Term-End Examination**

**December, 2014**

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**BHY-025 : BUSINESS COMMUNICATION SKILLS**

*Time : 3 hours*

*Maximum Marks : 100*

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**Note :** Attempt any **five** questions. All questions carry equal marks.

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1. Discuss the various types of written communication. Give suitable examples. 20
  
2. What do you understand by presentation skills ?  
What are the prerequisites of an effective presentation? 20
  
3. What do you mean by listening process ? Discuss deterrents to the listening process. 20
  
4. Write short notes on the following : 2×10=20
  - (a) Business etiquettes
  - (b) Memos

5. What do you mean by communication ? Discuss the myths and realities of communication. 20
6. What do you mean by Assertiveness ? Discuss the indicators of assertive behaviour. 20
7. Write short notes on the following : 2×10=20
- (a) Business Correspondence
  - (b) Types of Letters
8. What do you mean by communication skills ? Explain the communication skills for group discussion and interview. 20
9. What do you mean by business letter in hotel business ? Give the types of business letters used in hotel industry. 20
10. What is the difference between communication and information ? How can we develop effective communication system in hospitality business ? 20
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