

BACHELOR IN HOTEL MANAGEMENT

Term-End Examination

December, 2015

BHY-025 : BUSINESS COMMUNICATION SKILLS

Time : 3 hours

Maximum Marks : 100

Note : (i) Attempt *any five* questions.

(ii) All questions carry *equal* marks.

1. What does the term 'Communication' imply ? 20
Explain the importance of 'effective communication' in today's business world.
2. Explain upward, downward and Lateral 20
channels of Communication.
3. What is Non-Verbal Communication ? Why is 20
etiquette considered important business tool ?
4. Write a note on : 10+10=20
(a) Objectives of Report Writing.
(b) Importance of Written Communication.
5. What are the different types of listening ? Elucidate 20
with example.

6. Discuss any four barriers of communication. Substantiate your answer with one example of each. 20
7. What is business presentation ? What are the Various stages in preparation of Business Presentation ? 20
8. "Report is an important form of business communication"-Discuss. 20
9. Write short note on : 10+10=20
(a) Personal Interview
(b) Body Language
10. What do you mean by Group Discussion (GD) ? 20
List the Various Qualities of a candidate that are evaluated during an Group discussion.
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