

**BACHELOR IN HOTEL MANAGEMENT**

**Term-End Examination**

**December, 2017**

00364

**BHY-025 : BUSINESS COMMUNICATION SKILLS**

*Time : 3 hours*

*Maximum Marks : 100*

- Note :**
- (i) *Attempt any five questions.*
  - (ii) *All questions carry equal marks.*
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1. Distinguish between Good and Bad listening. 20  
Discuss guidelines for effective listening.
2. What are the barriers of communication ? How 20  
can they be removed ?
3. Discuss the importance and uses of social media 20  
as a form of communication in modern business  
environment.
4. Write short notes on the following : 10x2=20  
(a) Myths and realities of communication  
(b) Grapevine communication
5. Explain with the help of appropriate examples 20  
the various communications skills required for  
group discussion and interview, respectively.

6. Write a letter to the Training Manager of a hotel requesting him to accommodate you for training. 20
7. What are the essential prerequisites of an effective presentations ? Discuss format of presentation. 20
8. Draft a memo for an employee for his/her bad behaviour and perpetual late-coming. 20
9. Write short notes on : 4x5=20
- (a) Gesture
  - (b) Voice modulation
  - (c) Business etiquettes
  - (d) Gaze
10. What is the importance of non-verbal communication in a professional environment ? Support with suitable examples. 20
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