

BACHELOR IN HOTEL MANAGEMENT

Term-End Examination

June, 2014

00324

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 do you mean by communication ? Discuss various forms of communication. 20
2. Write notes on :
 - (a) Oral communication 10
 - (b) Telephonic communication 10
3. Elaborate format of business presentation. 20
4. Discuss required communication skills for :
 - (a) Group Discussion 10
 - (b) Interview 10
5. Describe :
 - (a) Gazes smiles 10
 - (b) Hand movements 10

6. Elaborate :
- (a) Body support for interview 10
 - (b) Customer care 10
7. Discuss report writing in detail. 20
8. Illustrate :
- (a) Business letters 10
 - (b) Resume 10
9. Describe listening, its types and essentials of good listening. 20
10. Explain about :
- (a) Business etiquettes 10
 - (b) Facsimiles and electronic mail. 10
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