

BACHELOR IN HOTEL MANAGEMENT

Term-End Examination

June, 2017

00025

BHY-025 : BUSINESS COMMUNICATION SKILLS

Time : 3 hours

Maximum Marks : 100

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- Note :** (i) *Attempt any five questions.*
(ii) *All questions carry equal marks.*
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1. What do you understand by Oral Communication ? 20
Discuss its advantages and disadvantages.
2. "Sometimes the best service we can provide to a 20
guest is by just listening attentively." Discuss how
active listening can enhance guest satisfaction ?
3. Discuss Prerequisites of effective Presentation. 20
Give relevant examples.
4. Define communication. Differentiate between 20
Grapevine communication and formal
communication. Explain their utilisation in an
organisation.
5. What are the barriers to communication ? How 20
can you overcome these ?
6. Define the term "Telephone Etiquette." What are 20
the general guidelines to be followed while
receiving and making guest call in a hotel ?

7. As a marketing and sales manager write a letter to the secretary of a corporate office explaining him/her about facilities and benefits of your hotel and corporate rates that you can offer. 20
8. What is Nonverbal communication ? Explain different types of nonverbal communications with the help of examples. 20
9. What do you understand by path of communication ? Explain in detail with help of a neat diagram. 20
10. Write short notes on (any two) : 10x2=20
- (a) Report writing
 - (b) Agenda and minutes
 - (c) Memos
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