

00417

**BACHELOR IN HOTEL MANAGEMENT**

**Term-End Examination**

**June, 2018**

**BHY-025 : BUSINESS COMMUNICATION SKILLS**

*Time : 3 hours*

*Maximum Marks : 100*

- 
- Note :** (i) *Attempt any five questions.*  
(ii) *All questions carry equal marks.*
- 

1. Define communication. Explain communication cycle with the help of a diagram. Discuss various paths of communication. 20
2. Discuss the listening process in detail - it's types, essentials and deterrents. 20
3. Write notes on : 2x10=20
  - (a) Telephone skills
  - (b) Report writing
4. Define any four : 4x5=20
  - (a) Circular
  - (b) Notice
  - (c) Memo
  - (d) Telex machine
  - (e) Grapevine
  - (f) Voice modulation
5. What do you understand by non-verbal communication ? Why is it important ? Give examples. 20

6. Discuss rules of communication during : **2x10=20**  
(a) Group discussion  
(b) Interview
7. What are the various types of letters ? What are the various styles of letter arrangement ? **20**
8. What are the essentials of a good presentation ? **20**  
Discuss format of a formal presentation.
9. What is assertive behaviour ? Discuss the indicators and strategies of assertive behaviour. **20**
10. Define Agenda and Minutes. Prepare an agenda for a business meeting and write minutes for the same. **20**
-