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BHY-025**BACHELOR IN HOTEL MANAGEMENT
(BIHM)****Term-End Examination****June, 2019****BHY-025 : BUSINESS COMMUNICATION SKILLS***Time : 3 Hours**Maximum Marks : 100*

*Note : Attempt any five questions. All questions
carry equal marks.*

1. What is non-verbal communication ? Why are body posture and gesture considered as important business tools ? 20
2. What are the different types of listening ? Elucidate with examples. 20
3. What are the qualities of a good speaker ? Discuss importance of audience analysis. 20
4. List out barriers of communication. Discuss any *four* with examples. 20

5. What do you understand by path of communication ? Explain with the help of a neat diagram. 20
6. What is group discussion ? What are the various qualities of the candidate, that are evaluated during a group discussion ? 20
7. Write notes on the following : 10 each
 - (a) Objectives of report writing
 - (b) Types of business correspondence
8. Explain upward, downward and lateral channels of communication. 20
9. Write short notes on the following : 5 each
 - (a) Voice modulation
 - (b) Business dining
 - (c) Assertive behaviour indicators
 - (d) Noise in communication
10. Discuss the importance of effective communication in today's business world. 20