

BACHELOR IN HOTEL MANAGEMENT

Term-End Examination

December, 2013

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. Discuss its various myths and realities with relevant examples. 20

 2. Explain :
 - (a) Noise 10
 - (b) Listening process 10

 3. Write down :
 - (a) Pre - requisites of effective presentation. 10
 - (b) Importance of presentation skills in business. 10

 4. Describe assertiveness , its indicators and strategies. 20

5. Discuss in detail about : 10
(a) Gestures 10
(b) Voice modulation 10
6. Elaborate on and give importance of following in business communication : 10
(a) Handshakes 10
(b) Business dining 10
7. What is written communication ? Write down its importance for business communication. 20
8. Illustrate memo, agenda and minutes of meeting. 20
9. Write down about different types of barriers to communication and how to overcome these. 20
10. “ Do we really need to study business manners of different cultures ?” Elaborate. 20
-