

**BACHELOR IN HOTEL MANAGEMENT**

**Term-End Examination**

**December, 2016**

80100

**BHY-025 : BUSINESS COMMUNICATION SKILLS**

*Time : 3 hours*

*Maximum Marks : 100*

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

1. What do you mean by communication ? Why is communication important for good relationship and effective management ? 20
2. Explain the following : 10+10=20
  - (a) Types of listening.
  - (b) Prerequisites of effective presentation.
3. Discuss about the business report writing in detail. Explain with example. 20
4. What do you understand by Non-verbal Communication ? Discuss its importance in work environment. 20
5. Write down short note on : 5+5+5+5
  - (a) Path of Communication
  - (b) Hand Movement
  - (c) Managing customer care
  - (d) Agenda and minutes

6. (a) How does a memo differ from a letter ?  
(b) What are indicators of assertive behaviour ? **10+10=20**
7. What is the difference between communication and information ? How we develop effective communication system in hospitality business ? **20**
8. Discuss in detail about : **10+10=20**  
(a) Resume Development  
(b) Style of letter arrangement
9. Explain circulars, notices and memo in written communication. **20**
10. Write down the basic difference between formal and informal communication. **20**
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