

**BACHELOR DEGREE IN HOTEL  
MANAGEMENT**

**Term-End Examination**

**June, 2012**

**BHY-025 : BUSINESS COMMUNICATION SKILLS**

*Time : 3 hours*

*Maximum Marks : 100*

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

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1. Explain communication as a two way process and also discuss the importance of communication. 20
2. What do you mean by non-verbal communication ? How do you make it more effective ? 20
3. What are the major barriers in communication ? How can one overcome these barriers ? 20
4. "Business report is the output of business" Justify and illustrate. 20
5. What do you mean by business letters ? Write down the essential of good business letter. 20

6. What do you understand by presentation ? Write 20  
down some characteristics of an effective  
presentation.
7. Write down notes on : 10+10=20  
(a) Verbal Communication  
(b) Communication skill for Group Discussion  
and Interview
8. Explain the basic and subsidiary parts of reports ? 20
9. Explain the following : 10+10=20  
(a) Objectives of report writing  
(b) Prerequisites of effective presentation
10. What do you mean by verbal communication ? 20  
How it is important in the Hospitality sector ?
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