

BACHELOR IN HOTEL MANAGEMENT

Term-End Examination

June, 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. What do you mean by communication ? Why is communication important for good relationship and effective management ? 20
2. What are the different types of communication ? How these are helpful in hotel industry ? 20
3. Write down the principles of effective writing. 20
4. How does a memo differ from a letter ? 20
5. Write down the basic difference between formal and informal communication ? 20

6. Give various reasons for choosing the oral mode of communication instead of the written form. **20**
7. Write down a note on : **10+10**
- (a) Hotel Business Etiquettes
 - (b) Golden Rules for precise writing
8. Explain the basic and subsidiary parts of reports ? **20**
9. Explain the following : **10+10**
- (a) Use of sign and symbols in communication
 - (b) Group discussion versus interview
10. Write down short note on : **5+5+5+5**
- (a) Oral Communication
 - (b) Cluster Communication
 - (c) Presentation
 - (d) Barriers in Communications
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