

00450

## BACHELOR IN HOTEL MANAGEMENT

### Term-End Examination

June, 2016

### BHY-025 : BUSINESS COMMUNICATION SKILLS

Time : 3 hours

Maximum Marks : 100

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

1. (a) What are the prerequisites of effective communication ? 10+10=20  
(b) Write about strategies of assertive behaviour.
2. What is verbal communication and also write in detail about handling group discussion ? 20
3. Write a note on : 10+10=20  
(a) Barriers of Communication  
(b) Listening Process
4. What is communication ? Describe the process of communication. 20
5. What do you mean by business letter in hotel business ? Give the types of business letters used in hotel Industry. 20
6. Give various reasons for choosing the oral mode of communication instead of the written form. 20

7. Explain the following : 10+10=20  
(a) Business etiquettes  
(b) Gestures
8. "Business report is the output of business". Justify 20  
and illustrate.
9. Write a note on : 10+10=20  
(a) Interview  
(b) Report writing
10. What is non-verbal communication ? How to 20  
make it more effective ?
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