

BACHELOR IN HOTEL MANAGEMENT

Term-End Examination

June, 2015

BHY-025 : BUSINESS COMMUNICATION SKILLS

Time : 3 hours

Maximum Marks : 100

Note : (i) Attempt any five questions.

(ii) All questions carry equal marks.

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1. Define the communication process. What are the characteristics of effective communication ? 20
 2. How does formal communication differ from informal communication ? How is communication affected by information overload ? 20
 3. (a) Write down the essential of a good business letter. 10+10=20
(b) Write a letter to the Training Manager of a hotel requesting him to accommodate you for Industrial training.
 4. What are the barriers of communication ? How can you overcome these barriers ? 20
 5. What is non-verbal communication ? Identify and explain different types of non-verbal communication. 20

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6. Write a note on : **10+10=20**
(a) Objectives of Report Writing
(b) Hotel business etiquettes
7. (a) Discuss the importance of body language in Communication. **10+10=20**
(b) What are the barriers to effective listening ?
8. What are pre - requisites of effective presentation ? **20**
Discuss briefly the preparatory steps involved in presentation.
9. Why do business organisations give importance to written communication ? Discuss. **20**
10. How is group discussion a better technique than interview ? Discuss Communication Skills for group discussion and interview. **20**
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