



Name :

Roll No. :

Invigilator's Signature :

CS/BHMCT/SEM-1/HM-105/2011-12
2011
COMMUNICATION

Time Allotted : 3 Hours

Full Marks : 70

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

GROUP – A
(Multiple Choice Type Questions)

1. Choose the correct alternatives for the following : $10 \times 1 = 10$
 - i) The word communication comes from the latin word
 - a) communicare
 - b) commucare
 - c) commushine
 - d) communis.
 - ii) Body language in non-verbal communication is called as
 - a) Paralanguage
 - b) Kinesics
 - c) Proxemics
 - d) Metalanguage.
 - iii) Informal communication is also known as
 - a) Memo
 - b) Staff support
 - c) Grapevine
 - d) Noise.

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GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following. $3 \times 5 = 15$

2. Define communication. Discuss the need and purpose of communication.
3. What are communication barriers ? Suggest some ways to overcome the barriers.
4. Design a poster informing your staff members about a seminar on 'Recent trends in Interior Decoration in Hotels', to be organized in your hotel soon.
5. How does effective communication help in the world of enterprise ?
6. Elucidate the main objectives of writing circular letters.

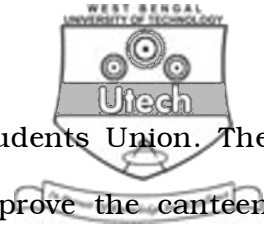
GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

7. Write an job application applying for the post of Front Office Executive in Hotel Peerless Inn.
8. Write an essay on the need of communication in hotel industry in India.

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9. You are the General Secretary of the Students Union. The Principal of your institute desires to improve the canteen facilities. He has asked you to submit a report on the present conditions and suggest ways of improvement. Discuss with the students and submit a report within 10 days.
10. Write a sales letter to your potential customers about your hotel's special Diwali Schemes.
