	Utech
Name:	
Roll No. :	A Descript South Control
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 )

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

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d)

Noise.

Grapevine

c)

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iv)						
	known as					
	a)	Cannibal	b)	Herbivorous		
	c)	Gregarious	d)	Canine.		
v)	On who have belief in god is					
	a)	Atheist	b)	Pacifist		
	c)	Theist	d)	Protagonist.		
vi)	Body language is a type of					
	a)	Non-verbal	b)	Verbal		
	c)	Written	d)	All of these.		
vii)	i) We a strange story.					
	a)	have heard	b)	hear		
	c)	hearing	d)	had heard.		
viii)	ii) The thief before the police arrived.					
	a)	escaped	b)	fled		
	c)	had escaped	d)	fired.		
ix)	I would like to thank you for an interest i the project.					
	a)	taking	b)	outline		
	c)	lacking	d)	hoping.		
x)	A break in the communication process is known as					
	a)	recess	b)	noise		
	c)	error	d)	fault.		



## (Short Answer Type Questions)

Answer any three of the following.

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

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