



Name : .....

Roll No. : .....

Invigilator's Signature : .....

**CS/BHMCT (N)/SEM-2/HM-206/2010**  
**2010**  
**BUSINESS 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) ..... is the list of items to be discussed in a meeting.
    - a) Minutes
    - b) Agenda
    - c) Notice
    - d) Memo.
  - ii) By the word 'communication', we mean
    - a) giving ideas
    - b) receiving
    - c) exchange of information
    - d) all of these.
  - iii) Body language is a type of
    - a) non-verbal
    - b) verbal
    - c) written
    - d) none of these.



- iv) A break in the communication process is known as
- a) recess
  - b) noise
  - c) error
  - d) fault.
- v) Visual aids are important because they
- a) increase audience interest
  - b) illustrate key points
  - c) increase impact of the message
  - d) none of these.
- vi) When you want to lodge a complaint and ask for a remedy you write
- a) claim letter
  - b) sales letter
  - c) credit letter
  - d) order.
- vii) When messages, directives, opinions etc. flow's from higher level to lower level in the hierarchy of management, it is called
- a) downward communication
  - b) upward communication
  - c) horizontal communication
  - d) none of these.
- viii) Quster communication is coming under
- a) upward
  - b) single strand
  - c) grapevine
  - d) wheel network.



- ix) Translation of a conceived idea by the sender into a message is called
- a) ideation
  - b) encoding
  - c) transmission
  - d) none of these.
- x) Which one of the following is not a limitation of communication ?
- a) The message received is not very close to the message sent
  - b) An implicit encoding of the message
  - c) The non-verbal message is congruent with the verbal message
  - d) The message received is not the result of the desired response.

**GROUP – B**

**( Short Answer Type Questions )**

Answer any *three* of the following. 3 × 5 = 15

2. What are the differences between a memo and a notice ?
3. Write a short note on the importance of meeting in hotel industry.
4. Write in brief the role of wit and humour in communication.
5. Define communication. Why do we need to learn communication skills ?
6. Briefly explain the various levels of communication.



**GROUP – C**

**( Long Answer Type Questions )**

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

7. Sri B. D. Sharda, Managing Director, Royal Metal Works, 31, Mahatma Gandhi Marg, Chennai - 600 002 wishes to travel on 21st August, 2010, by air to Delhi, stay there at Ashoka Hotel for three days and come back to Chennai on August 24, 2010. As Secretary to Sri Sharda draft the following letter :

A letter to the Manager, Ashoka Hotel, Malcha Marg, New Delhi - 110 001 for a single-bed Air conditioned room for Sri Sharda.

8. Your hotel has made a purchase of 24 Frost Free Godrej refrigerators of 265 litres from 'Life Style', Civil Lines, Ludhiana. After a month of purchase, the freezing section of one of the refrigerators has failed to function. Write a complaint letter as General Manager, Purchase to the Sales Manager of the firm complaining about it and requesting for the piece to be replaced urgently, since there is 2 year warranty.
9. Write an essay on recent trends of hotels becoming soft target of terrorism and its effects on Indian Hospitality Industry.
10. Discuss at least five visual aids that we use while making an oral presentation to the audience.