



Name :
Roll No. :
Invigilator's Signature :

CS/BHMCT(N)/SEM-2/HM-206/2011

2011

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 from the following :

10 × 1 = 10

- i) Upward and downward flow of messages constitute communication.
- | | |
|-------------|------------------|
| a) vertical | b) horizontal |
| c) diagonal | d) all of these. |
- ii) Minutes are written by the
- | | |
|--------------|-------------------|
| a) President | b) Vice-president |
| c) Secretary | d) Peon |
- iii) A break in the communication process is known as
- | | |
|-----------|-----------|
| a) recess | b) noise |
| c) error | d) fault. |
- iv) The word "memo" is derived from the Latin word
- | | |
|-------------|---------------|
| a) memoir | b) memorandum |
| c) memorial | d) memorare. |



- v) Mass communication is
- a) extra personal
 - b) inter-personal
 - c) impersonal
 - d) personal.
- vi) When a presentation is created using power point, the presentation is made of a series of
- a) posters
 - b) charts
 - c) slides
 - d) all of these.
- vii) Visual aids are important because they
- a) increase audience interest
 - b) illustrate key points
 - c) increase impact of the message
 - d) none of these.
- viii) A letter of acknowledgement
- a) provides a record
 - b) shows courtesy
 - c) avoids misunderstanding
 - d) serves all of these purposes.
- ix) When you want to lodge a complaint and ask for a remedy you write a
- a) claim letter
 - b) sales letter
 - c) credit letter
 - d) order letter.
- x) "Spam" is
- a) unlimited e-mail
 - b) unsolicited e-mail
 - c) urgent e-mail
 - d) unimportant e-mail.



GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following.

3 × 5 = 15

2. Define communication. Discuss the need and purpose of communication.
3. Explain the flow of communication in an organization.
4. Discuss in brief the various channels of communication in an organizational context.
5. How can you enforce discipline even being humorous while communicating and interacting with your subordinates ?
6. How does Grapevine leave a positive effect despite some of the negativities it has ?

GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following. 3 × 15 = 45

7. Write a letter to the Manager of Hotel Hindustan International, for the reservation of a suite for the Managing Director of your company who will shortly be reaching Kolkata and stay for 3 days to attend a conference. Include the details of the booking of a vehicle provided by the Hotel for its exclusive customers.

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8. Draft a proposal to be submitted to the management for organizing a three day workshop on the current developments in Hotel Industry. You must state how this would benefit the Junior Executives and the trainees undergoing induction and training in various branches of your hotel.
 9. What are the merits of communicating in a group ? Discuss in detail.
 10. Hospitality helps develop the hotel industry in the era of Globalization. Discuss.
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