	<u> </u>
Name:	
Roll No.:	As Against Williams Safe Excellent
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)

Choose the correct alternatives from the following:

								$10 \times 1 = 1$	(
i)	Upv	vard a	nd o	downward	flow	of	messages	constitut	te
			(communic	ation.				
	a)	vertica	al		b)	h	orizontal		
	c)	diago	nal		d)	a	l of these.		
ii)	Min	utes ar	e wr	itten by the	e				
	a)	Presid	lent		b)	V	ice-preside	nt	
	c)	Secre	tary		d)	P	eon		
iii)	A break in the communication process is known as								

c) error d) fault.

a)

recess

iv) The word "memo" is derived from the Latin word

a) memoir b) memorandum

b)

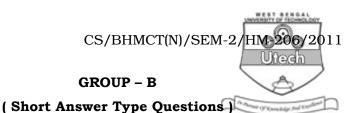
noise

c) memorial d) memorare.

2252 [Turn over

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

v)	Mas	s communication is					
	a)	extra personal	b)	inter-personal			
	c)	impersonal	d)	personal.			
vi)	Whe	en a presentation is cre	eated	using power point, the			
	pres	of					
	a)	posters	b)	charts			
	c)	slides	d)	all of these.			
vii)	Visu	ıal aids are important b	ecau	se they			
	a)	increase audience inte	erest				
	b)	illustrate key points					
	c)	increase impact of the	mess	sage			
	d)	none of these.					
viii) A letter of acknowledgement							
	a)	provides a record					
	b)	shows courtesy					
	c)	avoids misunderstand	ing				
	d)	serves all of these pur	poses	3.			
ix)	Whe	en you want to lodge	a co	mpliant and ask for a			
	rem	edy you write a					
	a)	claim letter	b)	sales letter			
	c)	credit letter	d)	order letter.			
x)	"Spa	am" is					
	a)	unlimited e-mail	b)	unsolicited e-mail			
	c)	urgent e-mail	d)	unimportant e-mail.			



Answer any three of the following.

 $3 \times 5 = 15$

- 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. $3 \times 15 = 45$

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.

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

- 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.

2252 4