	Utech
Name:	
Roll No.:	To O Warring Street State and State and
Invigilator's Signature :	

CS/BHMCT/SEM-2/HM-206/2013 2013 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:

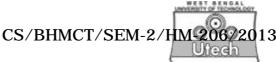
 $10 \times 1 = 10$

- i) The response received to a message is called
 - a) encoding
 - b) channel
 - c) feedback
 - d) none of these.
- ii) Facial expressions and gestures are characteristics of
 - a) paralanguage
 - b) proxemics
 - c) kinesics
 - d) none of these.

2252 Turn over

CS/BHMCT/SEM-2/HM-206/2013

- iii) In all types of written communication the emphasis should be on
 - a) I
 - b) You
 - c) We
 - d) none of these.
- iv) Interpretation of data in reports is followed by
 - a) recommendations
 - b) suggestions
 - c) conclusions
 - d) none of these.
- v) Educational qualifications in a CV should be stated
 - a) chronologically
 - b) in reverse chronological order
 - c) in order of excellence
 - d) any of these orders.
- vi) Which of the following is not an example of upward communication?
 - a) Orders
 - b) Grievances
 - c) Complaints
 - d) Periodical reports.
- vii) Upward & downward flows of messages constitute
 - a) vertical communication
 - b) horizontal communication
 - c) diagonal communication
 - d) whole communication.



- viii) In an analytical report there is
 - a) identification of the problem
 - b) analysis
 - c) interpretation
 - d) all of these.
- ix) In persuasive letters the tone of the writing should be
 - a) pleading
 - b) convincing
 - c) commanding
 - d) arguing.
- x) The difference between solicited and unsolicited letters is primarily in the
 - a) opening paragraph
 - b) middle paragraphs
 - c) closing paragraph
 - d) none of these.

GROUP - B

(Short Answer Type Questions)

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

- 2. Lately you have observed that there has been unusual damage and loss of a number of crockery, cutlery and other F & B Service articles in your hotel. As the F & B Manager, write a memo for the members of your department, reminding them about the proper usage of the items.
- As the marketing executive, design an advertisement to be published in a leading hospitality magazine, promoting the newly introduced spa in your hotel.

CS/BHMCT/SEM-2/HM-206/2013

- 4. Write short note on any *one*:
 - Agenda and minutes a)
 - b) E-mail etiquette
 - Merits and demerits of Group communication c)
 - Advantages and disadvantages of E-mails.
- You want to promote the brand value of your hotel that is 5. having chains all over the country. Write a report to be published in the Times of India highlighting the special distinguishing features of your hotel where hospitality stands as a prioritized aspect.
- What are the features of hospitality that are essential while 6. communicating with the tourists and visitors? Indicate the features with examples to suit your answer.

GROUP - C

(Long Answer Type Questions)

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

- 7. How would you perceive the impact of globalization in relation to boosting of hotel and tourism enterprise?
- 8. What is the main purpose of communication in any business organization? How is feedback important in the process of communication?
- Assume yourself to be the Front Office Manager of a reputed 9. hotel. Write a reply to an inquiry for room-reservation by a prospective guest, providing all relevant information.
- 10. Justify any one of the following statements:
 - a) "Effective technical writing is very important for the industry and organization."
 - "E-mails are very fast means of communication, but not b) without drawbacks."
 - "Wit and humour aid a hospitality personnel climb the c) ladder of success."

2252 4