



Name : .....

Roll No. : .....

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 × 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.

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

**GROUP - B**

**( Short Answer Type Questions )**

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

- 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.

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4. Write short note on any *one* :
  - a) Agenda and minutes
  - b) E-mail etiquette
  - c) Merits and demerits of Group communication
  - d) Advantages and disadvantages of E-mails.
5. You want to promote the brand value of your hotel that is 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.
6. What are the features of hospitality that are essential while 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 ?
9. Assume yourself to be the Front Office Manager of a reputed 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."
  - b) "E-mails are very fast means of communication, but not without drawbacks."
  - c) "Wit and humour aid a hospitality personnel climb the ladder of success."