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Total No. of Pages : 02

Total No. of Questions : 09

B.Voc. (Hospitality & Catering Management) (Sem.-1)

BUSINESS COMMUNICATION-I

Subject Code : BVHCM106-19

M.Code : 77142

Date of Examination: 20-12-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

SECTION-A

1. Explain briefly :

- a) Need for Business communication
- b) Listening vs Hearing
- c) Importance of note taking
- d) Listening Computerisation
- e) Empathic listening
- f) Paralanguage
- g) Kinesics
- h) Purpose of a speech
- i) Importance of Feedback in Communication
- j) Communicative use of plants.

SECTION-B

2. What is a communication model? Discuss one way and two way models of communication by taking suitable examples.
3. What are the various semantic barriers of communication?
4. Discuss various types of listening.
5. What do you mean by effective speaking? Enlist the essential qualities of a good speaker.
6. What are telephone skills? Discuss the need for developing telephone skills in hotel industry.

SECTION-C

7. What are the various barriers in effective listening? How can they be overcome?
8. What do you mean by Non-verbal communication? Explain the various types of Non-verbal communication by taking suitable examples.
9. Define the purpose of a speech. How can speech be made effective?

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.