

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

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

BUSINESS COMMUNICATION-I

Subject Code : BVHCM-106-19

M.Code : 77142

Date of Examination: 03-07-2025

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. Answer briefly:

- a) Differentiate between Listening vs. Hearing
- b) What is the Importance of Audience analysis?
- c) What is effective speaking?
- d) What is verbal communication?
- e) How can be non verbal communication possible?
- f) Facial expression and eye contacts come under which communication what is their importance?
- g) What is note taking in listening skills?
- h) Name the four barriers of communication?
- i) What is audience analysis?
- j) What are telephone skills in communication?

SECTION-B

2. What is non -verbal communication? What are its types?
3. What are the qualities of good and effective speaking?
4. What are the steps of overcoming barriers in communication?
5. What type of telephone skills are needed in hotel industry?
6. What are the models of business communications?

SECTION-C

7. What is communication? What are the barriers of communication how can they be overcome?
8. What is listening? What are listening barriers and explain about the guidelines of effective communication?
9. Explain posture and gesture of the body language.

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.