

Roll No.

MHM–101/HM–101

Corporate Communication/Business Communication

Master of Hotel Management

(MHM–11/16/MHM–17)

First Semester, Examination, 2017

Time : 3 Hours

Max. Marks : 40

Note : This paper is of **forty (40)** marks containing **three (03)** Sections A, B and C. Attempt the questions contained in these Sections according to the detailed instructions given therein.

Section–A

(Long Answer Type Questions)

Note : Section ‘A’ contains four (04) long answer type questions of nine and half ($9\frac{1}{2}$) marks each. Learners are required to answer *two* (02) questions only.

1. Discuss Verbal and Non-Verbal Communication with examples.
2. Written Communication is essential for Hospitality Operations. Justify.
3. Explain the essential qualities of a good speaker.
4. Define Listening. What are the different types of listening ? Explain each in detail.

Section-B**(Short Answer Type Questions)**

Note : Section 'B' contains eight (08) short answer type questions of four (04) marks each. Learners are required to answer *four* (04) questions only.

1. Barriers to Communication.
2. Proxemics and Kinesics.
3. Guidelines for Effective Oral Communication.
4. Conference Hotels.
5. Fear of Conflict.
6. Negative Body Language.
7. Grievance Interview.
8. Minutes of a Meeting.

Section-C**(Objective Type Questions)**

Note : Section 'C' contains ten (10) objective type questions of half $\frac{1}{2}$ mark each. All the questions of this Section are compulsory.

State True *or* False :

1. Grapevine Communication release work pressure under stressful work conditions.
2. Facebook and Whatsapp are verbal social mediums.
3. Extempore speech is prepared one day in advance.
4. Noise around a school acts as barrier to communication.
5. Agenda is similar to minutes of meeting.

[3]

Fill in the blanks :

6. The batsman a century. (Made/Scored)
7. I first in my class. (Came/Stood)
8. I and my friends are going for enjoying in Jim Corbett Park. (Picnic/Practical)
9. Grass always seems greener on the side of the fence. (Another/Other)
10. The students were for a week. (Expelled/Suspended)

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