# HM–101/MHM–101

## Business Communication/Corporate Communication

Master of Hotel Management (MHM–11/16/17)

First Semester, Examination, 2018

**Time : 3 Hours**                                  **Max. Marks : 40**

**Note :** This paper is of **forty (40)** marks containing **three (03)** Sections A, B and C. Learners are required to 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 the importance of Communication in Hospitality Industry.
2.  What makes a good speaker effective ? Discuss the essential qualities required to become a good speaker.
3.  Discuss Report writing. What are the *three* types of reports used in business communication ?
4.  How does culture affect formal communication ? How does one become a good communicator in a different culture ?

## 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. Formal Interview.
2. Paralanguage.
3. Voice Modulation.
4. Board Meeting.
5. Passive Behaviour.
6. Empathy.
7. Grapevine Communication.
8. Gestures.

## Section–C

## (Objective Type Questions)

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

Choose the correct option :
1. Which of the following is not a component in the Communication Model ?
   (1) Sender
   (2) Messenger
   (3) Encoding
   (4) Receiver
   (a) All of the above
   (b) All, except (1)
   (c) All, except (2)
   (d) All, except (3)

2. What kind of information should be included in a resume ?

   (1) Work experience

   (2) Education

   (3) Affiliation and membership

   (4) Letter of recommendation

   (a) All, except (1)

   (b) All, except (2)

   (c) All, except (3)

   (d) All, except (4)

3. What are the common barriers that impede communication ?

   (1) Barriers with people

   (2) Barriers with words

   (3) Barriers made by cultural differences

   (4) Barriers made by distance

   (a) All of the above

   (b) All, except (2)

   (c) All, except (3)

   (d) All, except (4)

4. Which of the following information should be included in minutes ?

   (1) Date and venue of the meeting

   (2) Decisions made at the meeting

   (3) Comments from the members

   (4) Action to be taken by the members

(a)  All of the above

(b)  All, except (2)

(c)  All, except (3)

(d)  All, except (4)

5.  When preparing to write for business purposes, the 4 P's include :

(1)  Personal

(2)  Position

(3)  Polite

(4)  Professional

(a)  All, except (1)

(b)  All, except (2)

(c)  All, except (3)

(d)  All, except (4)

6.  What should be avoided when engaging in business correspondence ?

(1)  Choppy sentences

(2)  Passive sentences

(3)  Bias-free language

(4)  Cliches

(a)  All, except (1)

(b)  All, except (2)

(c)  All, except (3)

(d)  All, except (4)

7. Which of the following is not a problem when calling for a meeting ?

   (a) Personal agenda

   (b) Team spirit

   (c) Interpersonal conflicts

   (d) Cultural differences

8. Which of the following sentences about reports is not true ?

   (a) A short report is meant to convey information in an efficient, compact format.

   (b) An annual report is usually published once a year for shareholders as well as for employers.

   (c) A recommendation report examines a situation and concludes with specific recommendations.

   (d) A proposal is a report written to convince a reader that a need exists and that specific action should be taken to remedy that need.

9. Which of the following is not an external business written communication ?

   (a) Complaint letter

   (b) Curriculum Vitae

   (c) Memo

   (d) Enquiries letter

10. Effective communication can only be achieved when :

(1) The audience is understood

(2) Feedback is encouraged

(3) Thoughts are organized

(a) All of the above

(b) All, except (1)

(c) All, except (2)

(d) All, except (3)