

Total No. of Pages : 4

Roll No.

BHM – AECC - II

English Communication

Bachelor of Hotel Management (BHM- 17)

2nd Semester, Examination-2019

Time : 3 Hours

Max. Marks : 80

Note : This Paper is of Eighty (80) marks divided into two (02) Sections A and B. Attempt the questions contained in these sections according to the detailed instructions given therein.

Section- A

(Long-Answer-type questions)

Note : Section 'A' Contains Five (05) Long-Answer type questions of Fifteen (15) marks each. Learners are required to answer any three (03) questions only.

(3 x 15 =45)

S-217

P. T. O.

(2)

1. What is Effective Communication?
Discuss the qualities of a good communicator.
2. Write an email to enquire about the availability of rooms at a premium hotel in Goa.
3. Discuss the importance of non verbal communication in hospitality services.
4. Differentiate between Agenda and Minutes of Meeting.
5. What are the various levels of listening?
Discuss each with examples.

(3)

Section - B

(Short-Answer-Type questions)

Note : Section 'B' contains eight (08) Short-answer type questions of Seven (07) marks each. Learners are required to answer any Five (05) questions only.

(5x7=35)

Write short notes on the following :

1. Pitch in communication
2. IP Address
3. Social Media
4. Limitations of oral communication
5. Effective writing skills

(4)

6. Informative listening
7. Body Language
8. Memo

S-217