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Roll No.

HM – 101 / MHM - 101

Business Communication /

Corporate Communication

Master of Hotel Management

(MHM-11/MHM-17)

1st Semester, Examination-2019

Time : 3 Hours

Max. Marks : 40

Note : This Paper is of Forty (40) 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 Three (03) Long-Answer type questions of Ten (10) marks each. Learners are required to answer any two (02) questions only.

(2 x 10 =20)

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P. T. O.

(2)

1. Discuss four general Principles of communication with suitable examples.
2. Why do we write circulars & memos? Differentiate between the two.
3. What are considered to be good communication skills? Discuss the importance of two such skills.

Section - B

(Short-Answer-Type questions)

Note : Section 'B' contains six (06) Short- answer type questions of Five (05) marks each. Learners are required to answer any Four (04) questions only.

(4x5=20)

(3)

Write Short notes on the following :

- a. Cross Cultural communication
- b. AV Aids for conference
- c. Gestures
- d. Importance of knowing international language in hospitality industry
- e. Grooming standards for women
- f. Report Writing