

S-927

Total Pages : 3

Roll No.

BHMAECC-II

English Communication

Bachelor of Hotel Management (BHM)

2nd Semester Examination, 2022 (Dec.)

Time : 2 Hours]

Max. Marks : 70

Note : This paper is of Seventy (70) 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 Nineteen (19) marks each. Learners are required to answer any Two (02) questions only.

(2×19=38)

1. Discuss the Shannon's Model of Communication Process.

2. What are barriers to Effective Communication?
3. What are the essentials of Report Writing?
4. Explain any four types of Listening.
5. What is the importance of grooming in hospitality industry?
How does it effect guest satisfaction?

SECTION-B

(Short Answer Type Questions)

Note : Section 'B' contains Eight (08) short answer type questions of Eight (08) marks each. Learners are required to answer any Four (04) questions only. (4×8=32)

1. Write a memo for regular late coming of an employee in your department.
2. What is anatomy of an internet address?
3. Why is non-verbal communication important in hospitality industry? Give two examples.
4. What are eight important characteristics of good communication?

5. Write an email giving confirmation of booking of two rooms by a guest in a five-star hotel.
 6. Write eight essential qualities of a good speaker.
 7. Discuss Kinesics and Proxemics.
 8. What are the advantages of good body language in hotel staff and guest interaction?
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