

BHMAECC–II

English Communication

Bachelor of Hotel Management (BHM-17)

Second Semester, Examination, 2018

Time : 3 Hours

Max. Marks : 80

Note : This paper is of **eighty (80)** 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 nineteen (19) marks each. Learners are required to answer *two* (02) questions only.

1. What is understood by the term “Communication” in the reference to hotel industry ? What are the different types of communication ?
2. What is Report Writing ? Discuss the various categories of reports with examples.
3. Discuss the importance of Body Language in hospitality operations. How can one convey positive messages to a guest using body language ?
4. Write a formal reply to a guest who has asked for a room reservation at your hotel for five nights.

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 *four* (04) questions only.

1. Grooming standards for Girls.
2. Fayol’s contribution.
3. E mail.
4. Minutes of meeting.
5. Voice Modulation.
6. Barriers to communication.
7. Mannerisms.
8. Appreciative Listening.

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

Note : Section ‘C’ contains ten (10) objective type questions of one (1) mark each. All the questions of this Section are compulsory.

Fill in the blanks :

1. The ability to minimize the use of resources in achieving organizational objectives is
2. The process of establishing goals and suitable course of action is to achieve them is
3. Theory states that work is distasteful to employees, who must be motivated by force, money or praise.
4. is the process of negotiating and implementing agreements between labor and management.

[3]

5. Howard Schultz CEO transformed the famous premium coffee chain.

True/False :

6. Productivity is the measure of how well an operation's system works. (True/False)
7. Grapevine communication is essential in business. (True/False)
8. Mission Statement represents company's short-term target. (True/False)
9. Job Specification is written description of duties and responsibilities. (True/False)
10. Galileo is software used in hotels for effective HR Management. (True/False)

