

MHM-101/HM-101

Corporate Communication/Business Communication

Master of Hotel Management
(MHM-11/16/MHM-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 *two* Communication Models citing suitable examples.
2. What are the advantages of good communicative abilities in Hospitality Industry ?
3. Listening Skills are essential for a good speaker. Justify.
4. What is "Fear" in communication ? Discuss *two* techniques to help "Fear Reduction".

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. Advantages of oral communication.
2. Types of communication.
3. Listening process.
4. Barriers of communication.
5. Characteristics of non-verbal communication.
6. Body Language.
7. Direction of communication.
8. Telephonic messages.

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

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

Indicate whether the following statements are True *or* False :

1. Anything useless to be promoted in USP. (True/False)
2. Texting on cell phone chat is lateral communication.
(True/False)
3. Minutes that give detailed explanation of a meeting are formal minutes. (True/False)

[3]

4. A Job Description explains all the duties and responsibilities of a job. (True/False)
 5. Planning is the best preparation for a good presentation. (True/False)
- Fill in the blanks :
6. The class teacher the students for rude behaviour. (Scolded/Moulded)
 7. The result was on the notice board. (Displayed/Presented)
 8. Dr. A.P.J. Abdul Kalam was a man of (Principals/Principles)
 9. A bird in hand is better than two in the (Tree/Bush)
 10. interview is done to understand employee feedback. (Orientation/Exit)

