

HM-101/MHM-101

Business Communication/Corporate Communication

Master of Hotel Management (MHM-11/16/MHM-17)

Ist Semester, Examination, 2019 (June)

Time : 3 Hours]

Max. Marks : 40

Note : This paper is of Forty (40) marks divided into 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 Nine and half (9½) marks each. Learners are required to answer any two (2) questions only.

(2×9½=19)

1. Why is it important to identify the barriers in communication? What can happen if these barriers are not considered?
2. As the outlet manager of Dominos Pizza, Nainital, you have recently received a number of complaints from your customers about the way they have been treated. Some of them have not been served for more than half an hour. Most

of the complaints took place during lunch hour which is outlet's peak time for business. Write a memo to the staff instructing them how they should deal with visitors and customers who visit the outlet. They should take shifts for lunch and maintain at least a certain number of staff at all times. They should also come to work on time and any tardiness will be subject to disciplinary action. They also need to clean up their own area of work before they leave work for the day.

3. What are the essentials of good communication? How does a good communicator influence a hotel's business?
4. Discuss communication done via E mail. What are the advantages and disadvantages of E mail communication?

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 any four (04) questions only. (4×4=16)

1. Circular.
2. Monthly Business Review.
3. Minutes of a meeting.
4. Grooming Standards.
5. Aggressive Behaviour.

6. Listening Skills.
7. Itinerary.
8. Voice Quality.

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. (10 \times $\frac{1}{2}$ =05)

Choose the correct option:

1. The handshake that conveys confidence is
 - (a) Limp
 - (b) Firm
 - (c) Loose
 - (d) Double.

2. The following is the permanent records for business
 - (a) Business letters
 - (b) Ledgers
 - (c) Production reports
 - (d) All of the above.

3. of the letter consists of main message.
 - (a) Heading
 - (b) Body
 - (c) Greeting
 - (d) Closing.

4. channel of communication called the grapevine.
 - (a) Formal
 - (b) Informal.
 - (c) Horizontal
 - (d) None of the above.

5. Pictures, slides, films fall under
- (a) Body languages
 - (b) Audio-visual communication
 - (c) Reporting
 - (d) Visual communication.
6. Physical Barriers to communication are
- (a) Time and distance
 - (b) Interpretation of words
 - (c) Denotations
 - (d) Connotations.
7. refers to the special language of a trade.
- (a) Jargon
 - (b) Expression
 - (c) Colloquialism
 - (d) None of the above.
8. Colors also have a effect.
- (a) Psychological
 - (b) Physiological
 - (c) Sociological
 - (d) None.
9. List of items of business to be considered at a meeting is called as
- (a) Agenda
 - (b) Dividend
 - (c) Prospectus
 - (d) Reports.
10. An offer to sell goods at a price and conditions specified is called
- (a) Prospectus
 - (b) Resolution
 - (c) Quotation
 - (d) Offer.