

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

BHMCT - SEMESTER- I- EXAMINATION – SUMMER 2019

Subject Code: 113304

Date: 10/06/2019

Subject Name: Hospitality Communication - I

Time: 10:30 AM TO 01:00 PM

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1** (a) Enlist various barriers of communication. **07**
(b) Discuss the process of communication process with diagram. **07**
- Q.2** (a) Write any five Do's and Don'ts of effective presentation. **07**
(b) Explain the meaning and benefits of Group Discussion. **07**
- OR**
- (b) Define informal communication and explain the meaning of grapevine communication. **07**
- Q.3** (a) Distinguish between horizontal and vertical communication with examples. **07**
(b) Write a short note of Non –Verbal communication. **07**
- OR**
- Q.3** (a) Write a paragraph on importance of listening skills. **07**
(b) Mention the features of a good reading comprehension. **07**
- Q.4** (a) On behalf of a leading export firm write a letter of complaint to the vendor of computers for delivering an incomplete order. Failing to complete the order has made your firm face losses. **07**
(b) Describe the technical features of a new digital watch you are planning to purchase. **07**
- OR**
- Q.4** (a) Write a note to the HR manager of your firm to propose a new rule for securing leaves in your firm. **07**
(b) Write a letter to the Editor in chief of your local newspaper about the World Tourism day events organized in your college. **07**
- Q.5** (a) Write a resume to apply for the position of Asst. Chef in a multi cuisine restaurant near your residence. **07**
(b) Write a short note on précis writing **07**
- OR**
- Q.5** (a) Explain the importance of audience analysis while communicating with a large audience. **07**
(b) Write a note on Communication in Hospitality organization and its effects on performance **07**
