

**GUJARAT TECHNOLOGICAL UNIVERSITY****BHMCT- SEMESTER-I EXAMINATION – SUMMER 2022****Subject Code:113304****Date:03-08-2022****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.
4. Simple and non-programmable scientific calculators are allowed.

	<b>Marks</b>
<b>Q.1 (a)</b> What are the various factors affecting communication?	<b>03</b>
(b) Define Note making in detail.	<b>04</b>
(c) Write a Job Application for Front Desk Opening in Hotel Industry	<b>07</b>
<b>Q.2 (a)</b> Explain the importance of Communication in Hospitality Industry	<b>03</b>
(b) What are the Basic Etiquettes required in Hospitality Industry?	<b>04</b>
(c) Explain the process of Communication in detail with diagram..	<b>07</b>
<b>OR</b>	
(c) Prepare your Resume/Bio-data in a neat format.	<b>07</b>
<b>Q.3 (a)</b> What is advertising? Give Example.	<b>03</b>
(b) Write a note on Non-verbal Communication	<b>04</b>
(c) Draft a complain letter to Restaurant Manager regarding delay in food service.	<b>07</b>
<b>OR</b>	
<b>Q.3 (a)</b> Define Communication. Explain the need of Communication.	<b>03</b>
(b) Define Grapevine. Discuss its relevance in communication,	<b>04</b>
(c) What are the various factors affecting communication?	<b>07</b>
<b>Q.4 (a)</b> Draft a Cover Letter to your Resume for the Post of Front Desk Employee	<b>03</b>
(b) Write a note on Precise writing.	<b>04</b>
(c) Discuss the barriers to effective Communication	<b>07</b>
<b>OR</b>	
<b>Q.4 (a)</b> Why audience analysis is important while delivering the speech	<b>03</b>
(b) What is the importance of grammar and vocabulary in English Language?	<b>04</b>
(c) How communication will affect the performance of Hotel Industry?	<b>07</b>
<b>Q.5 (a)</b> What is the importance of group communication?	<b>03</b>
(b) List out the main points to be taken care off while making oral presentation	<b>04</b>
(c) What is the importance of Telephonic conversation in Hotel Industry?	<b>07</b>

**OR**

- Q.5** (a) What are the ways to overcome the barriers to communication? **03**
- (b) Discuss in brief the essential qualities of a good speaker. **04**
- (c) Write a letter to editor in your local newspaper regarding Gujarat Foundation Day event organized at your College. **07**

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