

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

BHMCT- SEMESTER- I EXAMINATION – SUMMER 2023

Subject Code:113304

Date:01-08-2023

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.

- Q.1** (a) What is advertising? Give Example. **03**
(b) Write a note on Non-verbal Communication. **04**
(c) Draft a complain letter to Restaurant Manager regarding delay in food service. **07**

- Q.2** (a) Define Communication. Explain the need of Communication. **03**
(b) Define Grapevine. Discuss its relevance in communication. **04**
(c) What are the various factors affecting communication? **07**

OR

- (c) What is the importance of Telephonic conversation in Hotel Industry? **07**

- Q.3** (a) What are the various factors affecting communication? **03**
(b) Define Note making in detail. **04**
(c) Write a Job Application for Front Desk Opening in Hotel Industry **07**

OR

- Q.3** (a) Explain the importance of Communication in Hospitality Industry. **03**
(b) What are the Basic Etiquettes required in Hospitality Industry? **04**
(c) Explain the process of Communication in detail with diagram. **07**

- Q.4** (a) What is the importance of group communication? **03**
(b) List out the main points to be taken care off while making oral presentation. **04**
(c) Discuss the barriers to effective Communication. **07**

OR

- Q.4** (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**

Q.5 (a) Draft a Cover Letter to your Resume for the Post of Front Desk Employee **03**

(b) Write a note on Precise writing. **04**

(c) Prepare your Resume/Bio-data in a neat format. **07**

OR

Q.5 (a) Why audience analysis is important while delivering the speech? **03**

(b) What is the importance of grammar and vocabulary in English Language? **04**

(c) How communication will affect the performance of Hotel Industry? **07**
