

GUJARAT TECHNOLOGICAL UNIVERSITY**BHMCT - SEMESTER-I EXAMINATION – SUMMER 2024****Subject Code:113304****Date:14-06-2024****Subject Name: Hospitality Communication - I****Time:02:30 PM TO 05:00 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.

		Marks
Q.1	(a) Define verbal communication with examples.	03
	(b) Write a corporate draft email regarding a business order.	04
	(c) State and explain different channels of communication.	07
Q.2	(a) Define Communication. Explain its role in hospitality Industry.	03
	(b) Explain upward & downward communication.	04
	(c) What are dos and don'ts of telephonic communication? Explain.	07
OR		
	(c) Explain the various barriers of communication.	07
Q.3	(a) What is a Bio data?	03
	(b) Explain the process of communication with a flow chart.	04
	(c) Explain the importance of communication in hospitality industry.	07
OR		
Q.3	(a) What is precise writing?	03
	(b) Explain the purpose of speech.	04
	(c) Write an application for leave for 5days to your restaurant manager.	07
Q.4	(a) Write the use of prepositions.	03
	(b) Write the importance of note taking.	04
	(c) Write a paragraph on importance of listening skills.	07
OR		
Q.4	(a) Describe precise writing.	03
	(b) Write the common phonetic difficulties.	04
	(c) Write down the essential qualities of good speaker and a good listener.	07
Q.5	(a) What are the various publicity materials?	03
	(b) Write various factors of communication.	04
	(c) Design your own resume.	07
OR		
Q.5	(a) What is the importance of group communication?	03
	(b) Explain the term audience analysis.	04
	(c) Explain the process of telephonic communication.	07
