

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

## GUJARAT TECHNOLOGICAL UNIVERSITY

BH- SEMESTER- I EXAMINATION – WINTER 2018

**Subject Code: 113304**

**Date: 07/01/2019**

**Subject Name: Hospitality Communication - I**

**Time: 10:30 AM TO 01:00 PM**

**Total Marks: 70**

**Instructions:**

- 1. Attempt Any five questions.**
- 2. Make suitable assumptions wherever necessary.**
- 3. Figures to the right indicate full marks.**

- Q.1** (a) State and explain the different channels of communication used. **07**  
(b) Elaborate the meaning of communication? **07**
- Q.2** (a) Explain Communication Process in detail. **07**  
(b) What are the basic etiquettes in the hospitality industry? **07**
- Q.3** (a) What are barriers of communication and how to overcome these barriers? **07**  
(b) Define use and importance of prepositions in English **07**
- Q.4** (a) Define Note making in detail. **07**  
(b) Explain guidelines of oral presentation. **07**
- Q.5** (a) Explain the importance of telephonic communication in an organization. **07**  
(b) Explain the purpose and importance of group communication. **07**
- Q.6** (a) Prepare your bio-data. **07**  
(b) How Listening is important in Communication? **07**
- Q.7** (a) What are the essential qualities of good speaker and listener? **07**  
(b) Write a leave application for 7 days to your supervisor in the hotel. **07**

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