

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
BHMCT - SEMESTER– I EXAMINATION – WINTER 2019

Subject Code: 113304

Date: 08/01/2020

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	Objective Question	Mark
	(a) Choose the most appropriate answer from the options given.	07
	1. The baby climbed _____ the table (Onto, Upon, Behind, Under)	
	2. The kid _____ sleeping since 10AM. (Will be, Has been, Was, Had)	
	3. We can _____ go to the cinema _____ to the café. (Neither – nor, Either – or, None of the above, Both of the above)	
	4. I _____ never seen such a beautiful sunset before I went to the island. (Was, Had, Has, Will)	
	5. I did not have any cash because I _____ my purse. (Forgot, Forget, Forgotten, None of the above)	
	6. Prince told to _____ son regarding the incident. (He, Her, His, Him)	
	7. Let's hang the picture _____ the sofa. (Over , Above, Under, Beneath)	
	(b) Make sentences to bring out the meaning of the following:	07
	1. Meat, Meet	
	2. Principal, Principle	
	3. Stair, Stare	
	4. Steal, Steel	
	5. Peace, Piece	
	6. Knight, Night	
	7. Stationary, Stationery	
Q.2	(a) Define “Communication” and its role in Hospitality industry?	03
	(b) Write short note on “Non – Verbal Communication”.	04
	(c) Draw the Communication Flow Process & explain it in details with reference to Hospitality industry?	07
Q.3	(a) Listening has a vital role in communication, explain?	03
	(b) Enlist the significant points of “Communication” in Hotels?	04
	(c) Elucidate the nature of communication in detail?	07

Q.4	(a)	Explain the types of communication commonly used in hotels?	03
	(b)	What is downward & upward communication?	04
	(c)	Do's and Don'ts of telephonic communication, explain?	07
Q.5	(a)	List down the qualities of an effective speaker.	03
	(b)	Explain the term "Audience Analysis".	04
	(c)	Enlist the barriers to communication and explain them in detail?	07
Q.6	(a)	Write a short note on precise writing.	03
	(b)	Write a letter to the Chief editor of Dainik Jagran regarding the bad bumpy roads of your locality.	04
	(c)	Neatly Draw the format of Boidata with proper entries.	07
Q.7	(a)	What are the qualities of Good Listener?	03
	(b)	How to improve the listening skills, explain?	04
	(c)	Write a Paragraph of Significance of Tourism & Hospitality industry.	07
