

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**BHMCT –SEMESTER 1 EXAMINATION- WINTER 2020**

**Subject Code:113304****Date: 08-03-2021****Subject Name: Hospitality Communication I****Time:10:30 AM TO 12:30 PM****Total Marks:56****Instructions:**

1. Attempt any FOUR questions out of EIGHT questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

		Marks
<b>Q.1</b>	(a) Define Communication. Explain the need of Communication.	<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>Q.2</b>	(a) Explain the importance of Communication in Hospitality Industry.	<b>03</b>
	(b) Define Grapevine. Discuss its relevance in communication,	<b>04</b>
	(c) Discuss the barriers to effective Communication.	<b>07</b>
<b>Q.3</b>	(a) What is upward, downward and lateral communication?	<b>03</b>
	(b) Write a note on Non-verbal Communication.	<b>04</b>
	(c) Write a Job Application for Front Desk Opening in Hotel Industry.	<b>07</b>
<b>Q.4</b>	(a) What are the various factors affecting communication?	<b>03</b>
	(b) Write a note on Precise writing.	<b>04</b>
	(c) Prepare your Resume/Bio-data in a neat format.	<b>07</b>
<b>Q.5</b>	(a) Draft a Cover Letter to your Resume for the Post of Front Desk Employee.	<b>03</b>
	(b) Define Note making in detail.	<b>04</b>
	(c) Draft a complain letter to Restaurant Manager regarding delay in food service.	<b>07</b>
<b>Q.6</b>	(a) What are the ways to overcome the barriers to communication?	<b>03</b>
	(b) Discuss in brief the essential qualities of a good speaker.	<b>04</b>
	(c) Write a letter to editor in your local newspaper regarding Gujarat Foundation Day event organized at your College.	<b>07</b>
<b>Q.7</b>	(a) 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.8</b>	(a) 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>

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