

GUJARAT TECHNOLOGICAL UNIVERSITY**BHMCT - SEMESTER I – EXAMINATION – WINTER 2021****Subject Code:113304****Date:23/03/2022****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.

		Marks
Q.1	(a) What is the importance of 'Communication' in Hospitality industry	03
	(b) Give the definition of Non-verbal Communication?	04
	(c) Explain the barriers of Communication & how it can be eliminated?	07
Q.2	(a) What is the nature of Communication in hotel industry?	03
	(b) Enlist the various factors of Communication.	04
	(c) Explain the qualities of good speaker	07
	OR	
	(c) Explain the etiquettes of telephone handling?	07
Q.3	(a) What do you understand by "Note Making"?	03
	(b) Audience analysis is important. Justify?	04
	(c) Neatly draw the Communication flow chart and explain it.	07
	OR	
Q.3	(a) Write down about the "Proxemics".	03
	(b) What is Bio-data?	04
	(c) What are the barriers of Listening and how can we overcome these barriers?	07
Q.4	(a) Body language plays an important role in hotel industry, Justify.	03
	(b) While addressing a group, what all points need to be kept in mind?	04
	(c) Write a letter to the editor of Dainik Bhaskar complaining about the pathetic condition of the road in your area.	07
	OR	
Q.4	(a) What is Precise writing?	03
	(b) Write briefly about Eye Contact.	04
	(c) Neatly prepare the biodata for a fresher who is looking for job in hotel industry	07
Q.5	(a) What is the level of Listening?	03
	(b) Explain about the Grapevine communication?	04
	(c) Elucidate the various model of communication.	07
	OR	
Q.5	(a) What is Public Speaking?	03
	(b) Discuss the merits of Non-verbal communication.	04
	(c) Explain the role of Pronunciation & accent of the staff in the hotel industry	07
