

GUJARAT TECHNOLOGICAL UNIVERSITY**BHMCT- SEMESTER-I EXAMINATION – WINTER 2022****Subject Code:113304****Date:01-03-2023****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 significance of “Communication” in the hotel industry?	03
	(b) Explain the communication cycle with its neat diagram.	04
	(c) What are the barriers of communication and how we can overcome all the barriers?	07
Q.2	(a) Describe only two types of Communication in detail.	03
	(b) Tell us the role of effective speech of a hotel staff.	04
	(c) Explain the effective quality of a Good Speaker in detail?	07
OR		
	(c) Enlist the various factors of communication in detail.	07
Q.3	(a) What do you understand about the “Audience analysis”?	03
	(b) What is Grapevine communication?	04
	(c) What are the difficulties of “Listening” and how we can eliminate them?	07
OR		
Q.3	(a) Tell us the need of good communication.	03
	(b) What is the essential quality of good listener?	04
	(c) Effective communication is the key of success in hotel industry, justify with the suitable examples.	07
Q.4	(a) What is the element of communication process only name them?	03
	(b) Write a letter to the editor of Dainik Jagran complaining about the extreme water-logging problem in your area.	04
	(c) Discuss the importance of Non-verbal communication?	07
OR		
Q.4	(a) What is Precise writing?	03
	(b) What is body language?	04
	(c) While addressing a group, what all points needs to be kept in mind?	07
Q.5	(a) Tell us the importance of a biodata.	03
	(b) Enlist the points to be kept while note taking?	04
	(c) Draw a sample biodata with full detail of a hotel management student.	07
OR		
Q.5	(a) Why proper Grooming is very much important in hotel industry?	03
	(b) Explain the importance of Group Communication?	04
	(c) What are the Telephonic etiquettes while handling/talking a hotel guest?	07