

**GUJARAT TECHNOLOGICAL UNIVERSITY****BHMCT - SEMESTER- I EXAMINATION – WINTER 2023****Subject Code:113304****Date:20-01-2024****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
5. Draw flow chart / layout wherever required.

	<b>Marks</b>
<b>Q.1</b> (a) Write short note on Non – verbal communication.	<b>03</b>
(b) Discuss the importance of communication in Hospitality Industry.	<b>04</b>
(c) Explain the communication cycle with a neat diagram.	<b>07</b>
<b>Q.2</b> (a) Illustrate the nature of communication.	<b>03</b>
(b) What are the essential qualities of a good speaker?	<b>04</b>
(c) Explain the barriers to communication? How will you overcome them?	<b>07</b>
<b>OR</b>	
(c) Write a letter to the editor of T.O.I complaining about the bad state of roads in your area.	<b>07</b>
<b>Q.3</b> (a) Define Precise writing?	<b>03</b>
(b) What do you understand by audience analysis? Explain the importance.	<b>04</b>
(c) Write a resume to apply for the position of Executive Housekeeper in a five star hotel.	<b>07</b>
<b>OR</b>	
<b>Q.3</b> (a) Write short note on Proxemics.	<b>03</b>
(b) Explain importance of group communication.	<b>04</b>
(c) Write any seven do's and don'ts of effective presentation.	<b>07</b>
<b>Q.4</b> (a) Define Note making?	<b>03</b>
(b) Provide the points to be kept in mind while note making	<b>04</b>
(c) Write a leave application for 15 days to your HOD in the hotel.	<b>07</b>
<b>OR</b>	
<b>Q.4</b> (a) What are similar sounding words in the English language?	<b>03</b>
(b) Write briefly about Eye Contact.	<b>04</b>
(c) Explain guidelines for oral presentation.	<b>07</b>
<b>Q.5</b> (a) Define communication?	<b>03</b>
(b) Enlist the parts of speech?	<b>04</b>
(c) Explain Linear communication model in detail.	<b>07</b>
<b>OR</b>	
<b>Q.5</b> (a) What is the importance of Body Language?	<b>03</b>
(b) Explain important of reference and dictionary skills in English.	<b>04</b>
(c) Explain the difficulties of listening. What can we do to improve listening skills	<b>07</b>

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