

GUJARAT TECHNOLOGICAL UNIVERSITY

BHMCT- SEMESTER-I EXAMINATION – WINTER 2024

Subject Code:113304

Date:10-01-2025

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.

- Q.1 (a) Define Communication. Explain the importance of communication 03
(b) Explain upward and lateral communication. 04
(c) Write about Communication process in detail along with the diagram. 07
- Q.2 (a) What are the basic etiquettes required in the hospitality industry? 03
(b) Write about importance of body language and postures. 04
(c) Draft a letter to editor in the local newspaper about celebration of Tourism day in your college. 07
- Or**
- (c) Make a poster on automobile expo in your state. 07
- Q.3 (a) Write about essential qualities of a “good listener”. 03
(b) Differentiate in Verbal and Non-Verbal communication. 04
(c) Explain barriers of communication with flow diagram. 07
- Or**
- Q.3 (a) Define purpose of speech. 03
(b) Elaborate your understanding of – Audience analysis. 04
(c) Write the points to keep in mind during “Telephonic Conversation” 07
- Q.4 (a) Define linkers and cohesive device. 03
(b) Write about common errors and their correction in English usage. 04
(c) An idea/thought can be described in more ways than one. Elaborate 07
- Or**
- Q.4 (a) Define note making. 03
(b) Write a complaint letter to your HOD about your colleague’s misbehavior during your shift. 04
(c) Draft your resume/bio-data for the position of Front office associate. 07
- Q.5 (a) Write short note on common phonetic difficulties. 03
(b) Explain importance of group communication. 04
(c) Write steps to make an effective Oral presentation. 07
- Or**
- Q.5 (a) What are various factors affecting communication? 03
(b) Enlist the parts of speech. 04
(c) Explain communication models in detail with a neat diagram. 07
