B.H.M.C.T. / B. Sc. (Hospitality & Hotel Administration) Sem-I (CBCS-2018 Course) : SUMMER - 2019

SUBJECT: BUSINESS COMMUNICATION

Day: Saturday Time: 10.00 AM To 12.30 PM Date: 04/05/2019 S-2019-2399 Max. Marks: 60 N.B: 1) All questions are **COMPULSORY**. Figures to the right indicate FULL marks. 2) **SECTION-I Q.1** Answer the following in True and False: (06)a) Communication is a one way process. Poor communication is a major bottleneck today in most organizations. b) While writing in an emergency you should be as precise as possible. c) d) Sincerity and sampling are two key aspects of good communication. Communication of an individual is a reflection of an organizational culture. e) Communication should be made complicated. f) Answer **ANY TWO** of the following: **Q.2** (12)a) Write a letter to Hotel Taj, Blue Diamond, Pune enquiring about the room rates and facilities of the hotel for one double room for one week next month. Explain the process of communication. b) Write a notice with all details about the flower arrangement competition to be held in the college next month. Answer **ANY TWO** of the following: Q.3 (12)Draft a letter to place an order for cutlery, crockery and glassware required for your restaurant. Explain any three barriers to communication. b) As an executive housekeeper write a memo to a Guest Room Attendant for not maintaining the required standards of cleaning. **SECTION-II** Attempt ANY ONE of the following: **Q.4** (06)Draft a circular regarding blood donation camp organized by the institute. a) List four advantages and four disadvantages of oral communication. **b**) Write resignation letter from the post of guest service assistant of Hotel Tuli c) International, Nagpur. Q.5 Attempt ANY TWO of the following: (12)Apply for the post of guest service assistant to hotel Hilton Mangal Das road, a) Bund Garden, Pune. Draft a report about a visit to Katraj Dairy. b) Why is 'Articulation and Delivery' important in oral communication. c) 0.6 Answer **ANY TWO** of the following: (12)Read the following passage carefully and answer the questions given below: a) Tagore's personality was not sided. It was well rounded, like this earth of ours, like the cycles of nature. He was not a passive seeker of harmony and beauty, but was a rebel who questioned and exposed all Heat was Ugly and narrow and merely conventional. He was at the same time, actually a wave of the pain and suffering of making especially of those whom he called the lowliest and the lost. HE used do speak of the injustice of the wounds with man was inflicting on his fellow beings. He hoped that "Vishwa bharati" would embody experiment and renewal education is not one way process in which the student merely leaves, In this process of Leaving, he should renew knowledge in the shape of boons and teachers coming face to face with them. The students does not take away the treasure but adds to it. **Questions:** What was Tagore's personality like? i) Why was he regarded as rebel? ii) What was he aware of? iii) What was man doing to his fellow beings? iv) What did he expert of Vishwa Bharati? v) What is education, according to him? vi) Explain the Importance of Communication b)

Write 250 words on "Pollution".

c)