

**B.H.M.C.T. Sem-I / B.Sc. (Hospitality & Hotel Administration)(CBCS
2016 Course Sem-I : SUMMER - 2019
SUBJECT: BUSINESS COMMUNICATION**

Day: Saturday
Date: 04/05/2019

Time: 10.00 AM To 12.30 PM
Max Marks. 60

S-2019-2410

N.B.

- 1) All questions are **COMPULSORY**.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to both the sections should be written in **SAME** answer book.

SECTION - I

Q.1 Fill in the blanks. **(06)**

- a) _____ initiates the communication process.
- b) _____ receives the message via a medium.
- c) Notice is on examples of _____ communication.
- d) In a communication process Messages is transferred Via a _____.
- e) Flow of communication from on Superior to on Subordinate is called as _____ communication.
- f) _____ is an example of informal communication.

Q.2 Answer any **TWO** of the following

- a) As a proprietor of a restaurant write a letter to V.S. Sales inviting Quotation **(12)** for restaurant equipment's for a 50 cover restaurant.
- b) With the help of a format explain the use an importance of a log book.
- c) Write a letter to J.W. Marriott, Goa enquiring about the week end package.

Q.3 Answer any **TWO** of the following

- a) Write an application for the post of guest service associate to Hotel Taj Lands' **(12)** End, Mumbai in response to their advertisement along with a bio data.
- b) Write a letter to Mr. K. Singh from tele info –com regarding the pending bill amounting to Rs. 3, 25,000 against the pending hotel bill.
- c) Draft a resignation letter from the post of Front Office Manager of Hotel Hard Rock, Goa.

SECTION - II

Q.4 Match the following **(06)**

- | | |
|--|-------------------------------|
| a) Communication between Friends | i) Formal Communication |
| b) Meeting | ii) Informal Communication |
| c) Memo | iii) Written Communication |
| d) Telephone | iv) Verbal Communication |
| e) Hand movement, Gestures facial expression | v) Non – Verbal Communication |
| f) Precis | vi) Art of condensation |

Q.5 Answer any **TWO** of the following **(12)**

- a) Write a memo to on employee for constantly reporting late to duty.
- b) Prepare a notice for the employees informing them about the Blood donation camp / drive being organized.
- c) Write a report on the outbreak of fire in the main Kitchen

P.T.O.

Q.6

Answer any **TWO** of the following

(12)

- a)** Write a paragraph of 100 words on any one of the following
- i) My role model
 - ii) Advantage and disadvantage of internet

- b)** Read the passage given below and answer the questions given

In 1274 Italian explorers Marco and Niccolo Polo set out on a 24year journey in which they traveled the famous Silk Road from Italy, Through brutal deserts and towering mountains to eastern China. They travelled over 4,000 miles in all. Marco and Niccolo were among the very first Europeans to explore the fabled empire of China. In China, Marco and Polo even worked for ruler Kublai Khan. Polo detailed his experiences and finding in China by writing a book. Polo described materials and inventions never before seen in Europe. Paper money, a printing press, porcelain, gunpowder and coal were among the products that he wrote about. He also described the vast wealth of Kublai Khan, as well as the geography of northern and southern china. European rulers were very interested in the products Polo described. However, trading for them along the Silk Road was dangerous. Expensive and impractical. European rulers began to wonder if there was a sea route to the east to get the products they wanted at a reasonable price.

- i) How many years did Marco and Polos journey to China last?
 - ii) Marco and Polo traveled over _____ miles in their travel to China.
 - iii) In China, Marco and Polo worked for which ruler of China.
 - iv) From which country did Marco and Polo come to China?
 - v) While traveling in China, which inventions and discoveries did Marco observe?
 - vi) Give suitable title to the above passage.
- c)** Prepare a precis of the passage given in Q.6 (b).

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