

**B.H.M.C.T. SEM-I (CBCS 2016 COURSE) / B.SC. (HOSPITALITY
& HOTEL ADMINISTRATION)(CBCS 2016 COURSE SEM-I
: SUMMER - 2018**

SUBJECT: BUSINESS COMMUNICATION

Day: **Tuesday**
Date: **24/04/2018**

S-2018-2115

Time: **10.00 AM To 12.30 PM**
Max. Marks: 60

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.
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SECTION - I

Q.1 Fill in the blanks: **[06]**

- a) _____ from the receiver indicate that the communication process is complete.
- b) Person who sends the message is known as _____.
- c) Memo is an example of _____ communication.
- d) Movements of hands on actions during speaking are known as _____.
- e) Debate is an example of _____ communication.
- f) _____ is used to transfer a message in a communication process.

Q.2 Answer **ANY TWO** of the following. **[12]**

- a) As a guest of a hotel write a complaint letter to the General manager in regards to poor house-keeping and room service standards.
- b) Draft a letter to a supplier placing an order for Room linen required for the hotel.
- c) Write an application for the post of Guest Service Associate to Hotel Hilton, Mumbai, along with a Resume.

Q.3 Answer **ANY TWO** of the following: **[12]**

- a) Draft a letter of resignation from the post of Front Office Manager of Hotel Sun n Shine, Pune.
- b) Write a letter to the Finance Manager of Zen Info.Com Ltd, SEPZ, Navi Mumbai, reminding them about the pending bill (Bill No. 209) amounting to Rs. 2,23,000 against the Party hosted by them in the hotel.
- c) Write a sales letter to your customers informing them about the Food Festival being held in the Restaurant.

P.T.O.

SECTION – II

Q.4 Match the following: [06]

- | A | B |
|---|---------------------------|
| a) Communication between managers | i) Kinesics |
| b) Meeting | ii) Formal communication |
| c) Memo | iii) Verbal communication |
| d) Telephone | iv) Written communication |
| e) Précis | v) Art of condensation |
| f) Facial gestures, hand movement (body language) | vi) lateral communication |

Q.5 Attempt ANY TWO of the following: [12]

- a) Draft a memo to an employee who is constantly reporting late to duty.
- b) Prepare a notice informing the employees about the blood donation camp being held in the organization.
- c) Draft a visit report to a Quick service restaurant.

Q.6 Answer ANY TWO of the following: [12]

- a) Write a paragraph of 100 words on ANY ONE of the following:
 - i) Importance of daily exercise.
 - ii) Mobile phone a blessing or a curse.

- b) Read the following passage and answer the questions below:

Raisins are dried grapes that have been eaten for thousands of years. Nearly 3,500 years ago, the first raisins were discovered as grapes that were drying in the sun on a vine. In medieval Europe, raisins were used as sweeteners, medicine, and even as a form of money!

In America, raisins were first grown after an 1873 heat wave in California destroyed its valuable grape crop, leaving only dried, wrinkly, but tasty grapes on the vines. Soon, farmers began developing seedless grapes in California that were thin-skinned and sweet. These grapes would be purposely dried in the sun and became the popular dark raisin we eat and enjoy today. Later, a golden variety of raisin was made by treating grapes with a chemical called sulfur dioxide and using special methods to dry them.

Today, central California remains the center of the world's raisin industry, producing nearly 95 percent of the world's raisins. Its green valleys, sunny climate, and hot temperatures provide the perfect conditions for grapes that are dried into raisins.

Questions:

- i) Give a suitable title to the passage.
 - ii) What are golden raisins?
 - iii) Raisins were used as _____, _____ and _____ in medieval Europe.
 - iv) How were Raisins discovered?
 - v) _____ is the center of world's Raisin Industry.
 - vi) Give the effect of the 1873 heat wave in California?
- c) Prepare a précis for the passage given in Q.6 (b).

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