

BACHELOR OF SCIENCE (HOSPITALITY & HOTEL ADMINISTRATION) (CBCS-2018 COURSE)
B.Sc. (H. & H.A.) Sem-I : WINTER :- 2021
SUBJECT: BUSINESS COMMUNICATION

Day : Friday
Date 4/2/2022

W-20376-2021

Time : 10:00 AM-12:30 PM
Max. Marks: 60

N.B.:

- 1) All questions are **COMPULSORY**
- 2) Answer to both the sections to be written in the **SAME** answer booklet.

SECTION - I

Q.1) Explain the following: (Any 6)

(1 Marks X 6 = 06)

a)	Communication	e)	Upward Channel
b)	Message	f)	Articulation
c)	Symbols	g)	Written Communication
d)	Feedback	h)	Communication Flow

Q.2) Attempt ANY TWO of the following

(6 Marks X 2 = 12)

- a) You visited an exhibition recently where the latest kitchen equipment were displayed. Draft a letter of enquiry of any five equipment's you require for your kitchen.
- b) What is the importance of Business Communication?
- c) You are the Secretary of the English Literary Association of Bharati Vidyapeeth, Pune. Write out a notice for noticeboard, inviting names of those who would like to participate in the proposed inter-class debate, and elocution contest.

Q.3) Attempt ANY TWO of the following

(6 Marks X 2 = 12)

- a) With the help of a flow chart, explain the 'Communication Process'. Giving any one example of any situation in a restaurant.
- b) Draft a Circular for Staff Meeting for all the employees of Grand Hyatt, Mumbai.
- c) You are Mr. Malik, the coordinator of Hotel Royal Orchid, Pune. Write a letter to place a bulk order for staff uniform to M/S Sinha Garments.

SECTION - II

Q.4) Fill in the blanks:

(1 Marks X 6 = 06)

- a) A _____ connects the sender and the receiver.
- b) The person who transmits the message is called as _____.
- c) Most of use _____ and _____ in addition to words when we speak.
- d) _____ means communication without words.
- e) Informal meeting mark the _____ of the problem.

Q.5) Attempt ANY TWO of the following

(6 Marks X 2 = 12)

- a) Explain the language barriers in communication?
- b) List down the advantages of Oral Communication.
- c) The Principal, Bharati Vidyapeeth College, Pune, has invited the Inspector of Police (Traffic) to deliver a lecture on 'Road Safety' in her school. Draft a notice in about 50 words informing the students to assemble in the college auditorium.

Q.6) Attempt ANY TWO of the following:

(6 Marks X 2 = 12)

- a) 'Selective Attention' and 'Lack of Feed Back' are two of the Barriers in Communication. Explain these barriers using relevant examples of Hospitality Industry.
- b) Explain any Eight difference between Horizontal and Vertical communication?
- c) Write a Paragraph of 100 words on ANY ONE the following topic:
 - i) My Family
 - ii) My Aim in Life.
