

Total No. of Questions : 09

Total No. of Pages : 02

B.Sc.(HMCT) (2011 & Onward) (Sem.-3)

COMMUNICATION – III

Subject Code : BSHM-306

Paper ID : [C1119]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is **COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. SECTION-B contains **FIVE** questions carrying **FIVE** marks each and students have to attempt any **FOUR** questions.
3. SECTION-C contains **THREE** questions carrying **TEN** marks each and students have to attempt any **TWO** questions.

SECTION-A

1. Write briefly :
- Describe the importance of posture in non-verbal communication.
 - "Telephone handling should not be taken lightly"*. Justify the statement.
 - Which speech should the hotel industry people use for effective communication?
 - What is the importance of maps, charts and drawings for a speaker in displaying presentation skills?
 - What is the importance of pronunciation?
 - Define voice modulation.
 - What role does space distancing play for a speaker?
 - What does facial expression reflect about a speaker?
 - Mention the communicative use of plants and colours.
 - What is the use of connective drill?

SECTION-B

2. *"Right accent is necessary for rising in hotel and hospitality industry". Elaborate.*
3. What is body language? What does it reveal?
4. Which guidelines should a receptionist associated with hotel industry should follow in receiving telephone calls?
5. Which are prominent phonetic difficulties?
6. *"Overhead projector is an effective visual aid for a speaker". Elaborate.*

SECTION-C

7. How can non-verbal communication be made effective?
8. How is telephone communication system better than fax and telex system?
9. What is the utility of phonetics?

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SECTION-A

1. Write briefly :

1. Kinesics
2. Proxemics
3. Verbal communication
4. Pause
5. Feedback
6. Conciseness of Message
7. Use of gestures in communicating
8. Colour coordination
9. Phonetics
10. Pitch

(52)-1

SECTION-B

2. Discuss the advantages and limitations of body language.
3. Write a note on paralinguistic aspects of effective oral communication.
4. Does the hotel's lobby layout, and colour coordination effect the guest's perception? How?
5. Explain the role of pronunciation and accent of the staff in hotel industry.
6. Enlist the qualities and the skills required for effective telephonic inquires.

SECTION-C

7. Discuss the components of speech that an employee must be trained for and why.
8. Should hotels have Toll-free telephone numbers?

Kinesics and Paralanguage are non-verbal tools which aid in effective verbal communication. Discuss.

Total No. of Pages: 03

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B.Sc. (HIMCT) (Sem. 3)

COMMUNICATION-11
Subject Code: BSHM-306

Paper ID: C1119

Max. Marks: 60

Time: 3 Hrs.

INSTRUCTIONS TO CANDIDATES:

- INSTRUCTIONS TO CANDIDATES:**
1. Section A is **COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
 2. Section B contains **FIVE** questions carrying **FIVE** marks each and students have to attempt any **FOUR** questions.
 3. Section C contains **THREE** questions carrying **TEN** marks each and students have to attempt any **TWO** questions.

SECTION A

1. Define the term:
 - a) Non verbal communication
 - b) Accent
 - c) Gestures
 - d) Body language
 - e) Greeting
 - f) Holding a telephone call
 - g) Proxemics
 - h) Dress sense
 - i) Audience
 - j) Pronunciation

SECTION B

2. Non verbal communication is inevitable part of our lives'. Discuss and elucidate.
3. What is the importance of voice modulation to effectively deliver a message to the audience?
4. Explain the procedure which should be followed while taking a message on a telephone call.
5. How are good facial expressions helpful in communicating effectively with customers?

6. What is the importance of 'word stress' for correct pronunciation?

SECTION C

7. Emphasize on the importance of speech and communication skills to be successful in hospitality industry.
8. Discuss the need for developing telephone conversation skills to communicate effectively.
9. Write a conversation between Front Office Assistant and an in-house guest enquiring about popular places to visit in the city.

Roll No.

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B.Sc.(HMCT) (Sem. - 3)

COMMUNICATION - III

M Code: 12094

Subject Code: BSHM-306

Paper ID: [C1119]

Max. Marks: 60

Time: 3 Hrs.

INSTRUCTIONS TO CANDIDATES:

SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.

SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.

SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

SECTION A

1. a) Which are different types of channels of communication in a business organization?

b) What is horizontal or lateral communication?

c) Describe the importance of motivation as an incentive to the subordinates.

d) Why is conciseness necessary in making the process of communication effective?

e) How does the telephone manners a collective responsibility in the hotel industry?

f) Define phonetics explaining its utility for students.

g) Why have Centering Diphthongs been given this name?

h) Define communication briefly.

i) What is grapevine?

j) Explain any barrier to communication.

Page 1 of 2

SECTION B

2. Highlight Email and fax as modern methods of communication.

3. What is the importance of body language and facial expression in non-verbal communication?

4. Explain verbal communication. What is the role of feedback in it?

5. Enumerate various functions of communications in an organization.

6. What do you mean by phonetic symbols and transcription?

SECTION C

7. What do you understand by phoneme and its allophones?

8. It is said that handling of the telephone is a two way process. Which precautions should the maker of a call take in hotel industry?

9. What is the significance of non verbal communication in hospitality industry? Which are its different forms?

M-12094

Page 2 of 2