

BACHELOR OF SCIENCE (HOSPITALITY & HOTEL ADMINISTRATION) (CBCS-2018 COURSE)

**B.Sc. (H. & H.A.) Sem-I : WINTER- 2022
SUBJECT : BUSINESS COMMUNICATION**

Day : Friday

Time : 10:00 AM-12:30 PM

Date : 9/12/2022

W-20376-2022

Max. Marks : 60

N.B.:

- 1) All Questions are Compulsory
- 2) Figures to the right indicate full marks

SECTION - I

Q.1) Attempt any Six of the following:

(1 Marks X 6 = 06)

- a) Fill in the blank- Meeting is an example of _____ communication.
- b) Fill in the blank- Workers informing the manager about the faced by them is an example of _____ communication.
- c) Fill in the blank- A Debate is an example of _____ communication
- d) Fill in the blank- An chat on social media is an example of _____ communication
- e) Fill in the blank- A personal introduction during a party is a example of _____ communication.
- f) Fill in the blank- A conversation in a debate is an example of _____ communication.
- g) Fill in the blank- _____ is used to convey a message in the communication process
- h) Gestures are examples of _____ communication

Q.2) Attempt any **Two** of the following

(6 MarksX2=12)

- a) Give the importance of Articulation and delivery in oral communication.
- b) Give the advantages and disadvantages of oral communication.
- c) Give examples of any three standard phrases used in hotels and restaurants.

Q.3) Attempt any **Two** of the following

(6 MarksX2=12)

- a) As a Purchase manager write a letter of enquiry to a supplier for Raw materials required in the Food production department.
- b) Write a letter of Apology to a Guest who has complained about poor quality of housekeeping
- c) As a guest write a letter of complaint to the General manager of Hotel Holiday Inn, Pune, for the poor housekeeping standards in the guest rooms. (Assume suitable information as required.)

PTO

SECTION II

Q.4) Attempt any 6 of the following

(1 Marks X 6 = 06)

- a) What is a debate?
- b) What is an Extempore?
- c) Fill in the blank- chat on social media is a example of _____ communication
- d) Fill in the blank- Business Presentations are an example of _____
Communication
- e) Fill in the blank- Power point presentation in a class is an example of _____
communication.
- f) Fill in the blank- Action taken by the receiver on the message received is called as _____
in the communication process.
- g) Fill in the blank- A Thumps - up sign is an example of _____ communication.
- h) Fill in the blank- The word communication is derived from _____

Q5) Attempt any **Two** of the following:

(6 Marks X 2=12)

- a) What are Jargons, give any Four examples of jargons.
- b) What are Antonyms and give any Four examples of Antonyms.
- c) What is a memo? what are the various types of memo's

Q6) Attempt any **Two** of the following :

(6 MarksX2=12)

- a) Draft an application for the post of Front office Receptionist, to the Front office Manager, Hilton, Pune.
- b) "Macchan" The Restaurant is organizing a Tandoori food festival; prepare a circular giving the information about this festival to the staff members of the Restaurant.
- c) Explain the following-i) Notices. ii) Circulars.
