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Total No. of Pages : 02

Total No. of Questions : 09

BHSRM (2012 & Onwards) (Sem.-3)

BUSINESS COMMUNICATION

Subject Code : BHSRM-305

M.Code : 70638

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

Q1. Answer briefly :

- a) Proxemics
- b) Upward communication
- c) Barriers
- d) The mehrabian model
- e) Information
- f) Physical distraction
- g) Open feedback
- h) Communication style
- i) Diagonal communication
- j) Conflicts

SECTION-B

- Q2. How can listening be improved in organisational setup?
- Q3. Define non verbal communication in your own words.
- Q4. What are the characteristics of the human voice?
- Q5. “Right pronunciation enhances the corporate image”. Justify.
- Q6. “Right body language is key to success”. Justify.

SECTION-C

- Q7. Explain briefly about the telephone attributes in hotel industry.
- Q8. What are the elements should be taken care of while delivering speech?
- Q9. Why non-verbal communication is considered very important? Write in detail.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.