

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

B.Voc. (Hospitality & Catering Management) (Sem.-1)

BUSINESS COMMUNICATION-I

Subject Code : BVHCM-106-19

M.Code : 77142

Date of Examination : 17-01-2023

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. Answer briefly :

- a. Two-way communication
- b. Listening vs. Hearing
- c. Importance of note taking
- d. Proxemics
- e. Para language
- f. Importance of Audience analysis
- g. Purpose of a speech
- h. Effective enquiry handling
- i. Semantic barriers
- j. Communicative use of colors.

SECTION-B

2. Explain physical and organisational barriers of communication.
3. What is Communication? Discuss the communication model.
4. What are the barriers to effective listening?
5. What do you mean by effective speaking? Enlist the essential qualities of a good speaker.
6. What are telephone skills? Discuss the need for developing telephone skills.

SECTION-C

7. What do you mean by Non-verbal communication? Discuss the various types of Non-verbal communication.
8. Discuss in detail the importance of organising the ideas and audience analysis in addressing a group and making your speech effective.
9. Define the purpose of a speech. How can speech be made effective? Also explain the importance of visual and vocal elements in speech.

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.