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Total No. of Pages : 02

Total No. of Questions : 18

B.Voc. (Tourism and Hospitality Management) (2019 Batch) (Sem.-1)

BUSINESS COMMUNICATION-I

Subject Code : BVTHM-106-19

M.Code : 77182

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

Write short notes on :

1. Grape vine
2. Speech rate
3. Noise
4. Verbal communication
5. Gestures
6. Semantic Barriers
7. Body language
8. Eye contact
9. Overloaded Information
10. Physical appearance

SECTION-B

11. Explain the uses of Telephone in Hotel Industry.
12. Write about the different Barriers of Communication?
13. What do you understand by Audience analysis?
14. Discuss the Communicative use of artefacts.
15. What do you understand by Kinesics?

SECTION-C

16. What is the importance of effective Listening skills in Catering industry?
17. Discuss the advantages and disadvantages of Oral Communication.
18. Explain the essential qualities of a good Public Speaker.

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.