

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

**B.Sc. (H. & H.A.) Sem-I : WINTER : 2024
SUBJECT: BUSINESS COMMUNICATION**

Day : Tuesday
Date : 03/12/2024

W-20376-2024

Time : 10:00 AM-12:30 PM
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:

(6 Marks X 1 = 06)

- a) Define- Sender.
- b) Define-Receiver.
- c) Fill in the blank- Meeting is an example of _____ communication.
- d) Fill in the blank- Workers informing the manager about the faced by them is an example of _____ communication.
- e) Fill in the blank- chat on social media is an example of _____ communication.
- f) Fill in the blank- A Debate is an example of _____ communication.
- g) Fill in the blank- A personal introduction during an interview is an example of _____ communication
- h) Fill in the blank- A personal introduction during a party is an example of _____ communication

Q.2) Answer any **Two** of the following:

(6 Marks X 2 = 12)

- a) Define Oral communication and state the disadvantages of oral communication.
- b) Give any six telephone etiquettes
- c) Compare Oral communication with written communication.

Q.3) Answer any **Two** of the following:

(6 Marks X 2 = 12)

- a) As a proprietor for a proposed new 40 Restaurant, place an order for Crockery and cutlery requirement.
- b) Write a letter of Apology to a Guest who has complained about poor quality of room service.
- 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

Q4) Attempt any Six of the following:

(6 Marks X 1 = 06)

- a) Define-Group Discussion.
- b) Define-Extempore.
- c) Define -Debate.
- d) Define -Elocution.
- e) Define-Semantic barrier.
- f) Define-Physical barriers.
- g) Define- Barrier in a communication process.
- h) Give one example of cultural barrier.

Q 5) Answer any **Two** of the following :

(6 Marks X 2 = 12)

- a) What are Jargons, give any Four examples of jargons.
- b) What are Synonyms and give any Four examples of Synonyms.
- c) Give the difference between circular and notice.

Q.6) Answer any **Two** of the following :

(6 Marks X 2 = 12)

- a) Write an application for the Post of Guest Service Associate to the Human Resource Manager, Conrad, Pune.(Assume suitable information as required)
- b) Write a letter informing the regular guests of the restaurant informing them about the upcoming "Sea Food/ Biryani Festival being held in the restaurant.
- c) As the General Secretary of the Students Council, prepare a notice for the Blood donation camp being organized by the student's council.
