

BACHELOR OF SCIENCE (HOSPITALITY & HOTEL ADMINISTRATION) (CBCS-2018 COURSE)
B.Sc. (H. & H.A.) Sem-I : WINTER : 2023
SUBJECT : BUSINESS COMMUNICATION

Day : Friday

Time : 10:00 AM-12:30 PM

Date : 1/12/2023

W-20376-2023

Max. Marks : 60

N.B.:

- 1) All questions are **COMPULSORY**
- 2) Answer to both the sections to be written in the **SAME** answer booklet.

Q1. Fill in the blanks: (1 Marks X 6 = 06)

- a) Communication is an _____ exchange process.
- b) Effective communication is that when the sender gets the _____ results.
- c) Oral Communication provides opportunity of immediate _____.
- d) Written Communication helps in _____ the message.
- e) It is appropriate when the information is _____.
- f) _____ is the purpose of communication.

Q2. Attempt ANY TWO of the following (6 Marks X 2 = 12)

- a) What do you mean by formal communication?
- b) Explain any four barriers of communication.
- c) Design an advertisement for the positions of General Manager, Executive chef and food and Beverage Manager to be published in the daily newspaper.

Q3. Attempt ANY TWO of the following (6 Marks X 2 = 12)

- a. Draft a notice to all employees of your organization to assemble for the 'Send Off' party of the chef who got transferred to Delhi. Give all essentials to be put in the notice. Assuming suitable information.
- b. What Telephone Etiquettes must be followed in the Hospitality Industry?
- c. You are Avinash as the Secretary of Students' Forum you want to start a Wall Magazine for the students of the college. Write a notice inviting articles, stories, poems and campus news for the Wall Magazine.

SECTION – II

Q.4) Write a Paragraph of 100 words on ANY ONE of the following: (6 Marks X 1=6)

- a) Humanity Needs Solidarity and Leadership to defeat the Corona.
- b) Should Education be free?

Q.5) Attempt ANY TWO of the following: (6 Marks X 2= 12)

- a) Write a Formal Report of any Catering Event you organized to the General Manager of your hotel.
- b) What factors must be considered for giving a good presentation.
- c) Write a Memo to MR Amar Gupta for Negligence of duty, leaving the responsibilities without taking permission from the manager.

Q.6) Attempt ANY TWO of the following (6Marks X 2 = 12)

- a) Write a Room Sales Report of 120 Rooms Hotel for the month of May.
- b) Define communication. Explain any two types of communication in detail.
- c) Design a circular to all The Employees of Sheraton Grand making them aware about the hazards of smoking.
