

GUJARAT TECHNOLOGICAL UNIVERSITY**BE- Ist /IInd SEMESTER–EXAMINATION – MAY/JUNE - 2012****Subject code: 123306****Date: 08/06/2012****Subject Name: Hospitality Communication-II****Time: 10:30 am – 01:00 pm****Total Marks: 70****Instructions:**

1. Attempt any five questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Each question carry equal marks

- Q.1** (a) Explain downward Communication. **07**
(b) What do you mean by the term "Lateral" and Horizontal communication? **07**
- Q.2** (a) Explain in detail committee meetings. **07**
(b) Define "written communication". **07**
- OR**
- (b) Explain memoranda with its format. **07**
- Q.3** (a) Frame out a format of staff circular. **07**
(b) Define 'Advertising' **07**
- OR**
- Q.3** (a) How many kinds of advertisements are there? Explain **07**
(b) What are the factors responsible for grapevine phenomenon? **07**
- Q.4** (a) Describe in detail the factors which contribute to the failure of the meeting **07**
(b) How to conduct surveys? **07**
- OR**
- Q.4** (a) Write down the E-Mail Abbreviations and Acronyms 1)ASAP, 2)IAE. 3) FYI. 4)BBL. 5)BTW. 6)IMO. 7)IOW. **07**
(b) Explain the need and purpose of Business communication **07**
- Q.5** (a) Write a letter to the Manager of a Hotel at one of the Travel destinations of your choice providing and seeking from him/her necessary pieces of information. **07**
(b) Write a conversation between a customer and the receptionist on the intercom at a good city hotel regarding the untidy accommodation and lack of facilities promised by the hotel in their brochure. **07**
- OR**
- Q.5** (a) A guest has rung you up from Hyderabad enquiring about the facilities at your hotel. Write the conversation in about ten turns. **07**
(b) Write a letter to a guest telling him that you cannot accommodate him and his family at your hotel in December give appropriate reasons and suggest alternatives. **07**
