

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

B. HMCT – SEMESTER – I • EXAMINATION – SUMMER • 2014

Subject Code: 113304

Date: 23-06-2014

Subject Name: Hospitality Communication - I

Time: 02:30 pm - 05:00 pm

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1 (a) Explain the importance of Communication in hospitality Industry. 07
(b) Define: Basic Etiquettes and Body Language for effective communication. 07
- Q.2 (a) Define Process of Communication in detail. 07
(b) What are barriers of communication? How to overcome these barriers? 07
- OR
- (b) Explain: Non verbal communication. 07
- Q.3 (a) What are common errors for use of English language? 07
(b) Define use and importance of prepositions in English. 07
- OR
- Q.3 (a) Explain important of reference and dictionary skills in English. 07
(b) What is tense sequence in English? 07
- Q.4 (a) Define: Note making 07
(b) Explain: rewriting of draft 07
- OR
- Q.4 (a) Explain: Publicity materials and posters. 07
(b) Explain: Importance of Biodata. 07
- Q.5 (a) What is important of listening in communication? 07
(b) Explain guidelines for oral presentation. 07
- OR
- Q.5 (a) Explain importance of group communication. 07
(b) Explain: Importance of telephone communication in organization. 07
