

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**BHMCT SEMESTER- 2 • EXAMINATION – SUMMER-2017**

**Subject Code:123306**

**Date: 01/06/2017**

**Subject Name: Hospitality communication II**

**Time: 10.30AM to 01.00PM**

**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) What is oral communication? Explain advantages and disadvantages **07**  
(b) Explain advantages of meeting and its agendas **07**
- Q.2** (a) Explain different C's of effective communication **07**  
(b) Write a complain letter of defective goods received **07**
- OR**
- (b) Write a letter to supplier for doing fast delivery of goods **07**
- Q.3** (a) prepare a memorandum to employees who leave early without notice **07**  
(b) Explain the process of communication in detail **07**
- OR**
- Q.3** (a) Explain the communication process in detail **07**  
(b) Prepare the minutes of the meeting held in your organization **07**
- Q.4** (a) Explain difference between upward and downward communication **07**  
(b) State and explain different rules of successful meeting **07**
- OR**
- Q.4** (a) Distinguish between oral and written communication **07**  
(b) Explain the guidelines of oral presentation **07**
- Q.5** (a) Explain different types of business letters **07**  
(b) Explain email and its advantages and disadvantages **07**
- OR**
- Q.5** (a) Explain benefits of good communication in hospitality industry **07**  
(b) Prepare the leave letter for getting leave from your institute **07**

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