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 l	**07**

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