GUJARAT TECHNOLOGICAL UNIVERSITY BHMCT- SEMESTER- I • EXAMINATION – SUMMER 2015

Subject Code: 113304 Subject Name: Hospitality Communication - I Time:02.30pm-05.00pm Instructions:			Date: 05/06/2015	
			Total Marks: 70	
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Q.1	(a)	State and explain the different channels of communication used.	07	
	(b)	Explain the importance of communication in the hospitality industry.	07	
Q.2	(a)	Explain the communication process and its various components.	07	
	(b)	Explain Non-Verbal communication and its various components.	07	
Q.3	(a)	Explain the various barriers to communication.	07	
	(b)	Explain the various ways to overcome barriers to communication.	07	
Q.4	(a)	Effects of communication on employee performance in an organization	n. 07	
	(b)	Explain the guidelines for oral presentation.	07	
Q.5	(a)	Explain the purpose and importance of group communication.	07	
	(b)	Explain the importance of telephonic communication in an organization	on. 07	
Q.6	(a)	Make a poster for 'Rajasthani Food Festival' in APIM	07	
	(b)	Explain the importance of vocabulary and grammar in English langua	nge. 07	
Q.7	(a) (b)	Write a leave application for 15 days to your HOD in the hotel. Prepare your bio-data/ resume/ curriculum vitae.	07 07	
