## **GUJARAT TECHNOLOGICAL UNIVERSITY** BHMCT- SEMESTER- II • EXAMINATION – SUMMER 2015

Subject Code: 123306			Date:10/06/2015
Subject Name: Hospitality Communication - II Time: 10.30am-01.00pm Instructions: 1. Attempt any five questions.		Total Marks: 70	
	2. 3.	Make suitable assumptions wherever necessary.	
Q.1	(a)	State and explain the different channels of communication used.	07
	(b)	Explain the different types of communication in an organisation.	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 advantages & disadvantages of oral/ verbal communication	on. 07
	(b)	Explain the advantages & disadvantages written communication.	07
Q.4	(a)	Explain any 7 types of business letters.	07
	(b)	Explain email etiquette and tips to write professional emails.	07
Q.5	(a)	Explain the purpose and roles of group communication.	07
	(b)	Explain the 10 rules for a successful meeting.	07
Q.6	(a)	Explain the advantages and disadvantages of group communication.	07
	<b>(b</b> )	Explain the 7 C's of communication.	07
Q.7	(a)	Write a leave application for 10 days to your HOD in the hotel.	07
	(b)	Prepare your bio-data/ resume/ curriculum vitae.	07

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