## GUJARAT TECHNOLOGICAL UNIVERSITY BE- I<sup>st</sup> /II<sup>nd</sup> SEMESTER-EXAMINATION - MAY/JUNE - 2012

Subject Name: Hospitality Communication-II			8/06/2012 Marks: 70	
Q.1	(a) (b)	Explain downward Communication. What do you mean by the term"Lateral" and Horizontal communication?	07 07	
Q.2	(a) (b)	Explain in detail committee meetings.  Define "written communication".	07 07	
	<b>(b)</b>	OR Explain memoranda with its format.	07	
Q.3	(a) (b)	Frame out a format of staff circular.  Define 'Advertising'	07 07	
Q.3	(a) (b)	OR How many kinds of advertisements are there? Explain What are the factors responsible for grapevine phenomenon?	07 07	
Q.4	(a)	Describe in detail the factors which contribute to the failure of the meeting	07	
	<b>(b)</b>	How to conduct surveys?  OR	07	
Q.4	(a)	Write down the E-Mail Abbreviations and Acronyms 1)ASAP, 2)IAE. 3) FYI. 4)BBL. 5)BTW. 6)IMO. 7)IOW.	07	
	<b>(b)</b>	Explain the need and purpose of Business communication	07	
Q.5	(a)	Write a letter to the Manager of a Hotel at one of the Travel destinations of your choice providing and seeking from him/her necessary pieces of information.	07	
	<b>(b)</b>	Write a conversation between a customer and the receptionist on the intercom at a good city hotel regarding the untidy accommodation and lack of facilities promised by the hotel in their brochure.	07	
Q.5	(a)	<b>OR</b> A guest has rung you up from Hyderabad enquiring about the facilities at	07	
Q.	(4)	your hotel. Write the conversation in about ten turns.	0.	
	<b>(b)</b>	Write a letter to a guest telling him that you cannot accommodate him and his family at your hotel in December give appropriate reasons and suggest alternatives.	07	

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