

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**BHMCT- SEMESTER-1 EXAMINATION – WINTER - 2016**

**Subject Code:113304****Date: 03/01/2017****Subject Name: Hospitality Communication-I****Time: 10:30AM – 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) write a letter to Quality Inn to conduct a lecture at your institute **07**  
(b) Explain the importance of vocabulary and grammar in English language. **07**
- Q.2** (a) Group communication is very vital explain **07**  
(b) Explain the barrier to the communication process **07**
- OR**
- (b) Bio data plays is very important role in life. Explain **07**
- Q.3** (a) State the importance of listening in communication **07**  
(b) Explain the process of communication in detail **07**
- OR**
- Q.3** (a) Define and explain Non verbal communication **07**  
(b) state the importance of communication in hospitality industry **07**
- Q.4** (a) Explain different ways to overcome barriers of communication **07**  
(b) What are common errors for the use of English language **07**
- OR**
- Q.4** (a) Give classification of communication **07**  
(b) Explain the guidelines of oral presentation **07**
- Q.5** (a) Explain rewriting to draft **07**  
(b) State and explain channels of communication used in hospitality industry **07**
- OR**
- Q.5** (a) What are guidelines of Oral communication **07**  
(b) Prepare the bio data for the job **07**

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