Seat No.: _____ Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY

BE / BHMCT – SEMESTER II– EXAMINATION – SUMMER 2016

Subject Code: 123306 **Date: 30/11/2016**

Subject Name: Hospitality Communications II

Time:10:30 AM to 1:00 PM **Total Marks: 70**

Instructions:

1. **Attempt any five questions.**
2. **Make suitable assumptions wherever necessary.**
3. **Figures to the right indicate full marks.**

Q.1	**(a)**	What is the need and purpose of communication?	**07**
	(b)	What are the channels of business communication?	**07**
Q.2	**(a)**	What is downward communication?	**07**
	(b)	What is the meaning of advertisements?	**07**
Q.3	**(a)**	Write an inter-college memo regarding the closure of college for diwali vacations	**07**
	(b)	What are the important points to remember while writing an email?	**07**
Q.4	**(a)**	What is group communication in the organization?	**07**
	(b)	How do you select the best method of communication?	**07**
Q.5	**(a)**	Give the meaning of upward communication?	**07**
	(b)	What is the implication of horizontal communication?	**07**
Q.6	**(a)**	What is the importance of agenda in a meeting?	**07**
	(b)	Explain the meaning of minutes of meeting?	**07**
Q.7	**(a)**	Draw a circular for middle and lower level executives regarding salary hike	**07**
	(b)	Draw a notice for lower level executives, informing them about adhering to timing standards.	**07**

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