

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

Diploma Hotel Management & Catering Technology Second year examination May 2010

Subject code: 520005

Subject Name: Business & English Communication -II

Date: 24 / 05 / 2010

Time: 03.00 pm – 05.30 pm

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) | Explain the method of communication? | 06 |
| (b) | Explain barriers communication? | 06 |
| (c) | Write short note on eye contact? | 02 |

Q.2

- | | | |
|-----|--|-----------|
| (a) | Write the qualities of a good speaker? | 07 |
| (b) | What should we keep in mind before going for an interview? | 07 |

OR

- | | | |
|-----|---|-----------|
| (b) | What is difference between a business letter and a business memo? | 07 |
|-----|---|-----------|

Q.3

- | | | |
|-----|--|-----------|
| (a) | What are the types of listening? | 04 |
| (b) | What is the importation body language in oral communication? | 05 |
| (c) | Write short note on gestures? | 05 |

OR

Q.3

- | | | |
|-----|--|-----------|
| (a) | Explain barriers to listening? | 04 |
| (b) | Explain the statement your posture talks about your personality? | 05 |
| (c) | How you can overcome from the barriers to communion? | 05 |

Q.4

- | | | |
|-----|--|-----------|
| (a) | Apply for post of F&B manager? | 05 |
| (b) | How can fluency and self- expression be improved? | 05 |
| (c) | Explain the statement your posture talks about your personality? | 04 |

OR

Q. 4

- | | | |
|-----|---|-----------|
| (a) | Discuss different stage of communication? | 05 |
| (b) | Explain barriers communication? | 04 |
| (c) | What is a circular letter? On which occasions are circular written? | 05 |

Q.5

- | | | |
|-----|--|-----------|
| (a) | What is the role of empathy And courtesy in communication? | 05 |
| (b) | Explain importance of etiquettes and mannerism in communication? | 05 |
| (c) | Explain difference between Verbal and non- verbal communication? | 04 |

OR

Q.5

- | | | |
|-----|--|-----------|
| (a) | Explain difference between listening and hearing. | 04 |
| (b) | What are the tips for better interview? | 05 |
| (c) | Write note on Types of Interview & Stages of interview | 05 |
