

NATIONAL COUNCIL FOR HOTEL MANAGEMENT
AND CATERING TECHNOLOGY, NOIDA
ACADEMIC YEAR 2016-2017

COURSE : 2nd Semester of 3-year B.Sc. in H&HA
SUBJECT : Communication
TIME ALLOWED : 02 Hours MAX. MARKS: 50

(Marks allotted to each question are given in brackets)

- Q.1. Define communication. Discuss the communication process in detail.
OR
Elaborate on the various barriers to communication. How can the barriers be eliminated? (10)
- Q.2. What are the essential qualities of a good speaker? Suggest ways to develop these qualities.
OR
Discuss the various types of listening with examples. (10)
- Q.3. Write short notes on **any two**:
(a) Note taking (b) Audience analysis (c) Grapevine (2x2 ½ =5)
- Q.4. Discuss the importance of body language for a professional giving examples. (5)
- Q.5. Make sentences to differentiate the meaning of following homophones (**any five**):
(a) Pale/Pail (b) Fare/Fair (c) Dairy/Diary
(d) Birth/Berth (e) Great/Grate (f) Accept/Except
(g) Weather/Whether (5x1=5)
- Q.6. What do you understand by the term Kinesics? Elaborate. (5)
- Q.7. Discuss the importance of telephone etiquettes with respect to hotel industry. (5)
- Q.8. Explain “communicative use of artifacts” in detail with examples. (5)
