

NATIONAL COUNCIL FOR HOTEL MANAGEMENT
AND CATERING TECHNOLOGY, NOIDA
ACADEMIC YEAR 2015-2016

COURSE : Diploma in Food & Beverage Service
SUBJECT : Business Communication
TIME ALLOWED : 02 Hours MAX. MARKS: 50

(Marks allotted to each question are given in brackets)

Q.1. Write an application to H.R. Manager of a five star hotel for a job of captain in F&B Service, published in Hindustan Times dated 01.05.2016 with an attached C.V. (10)

Q.2. Explain the seven C's of business communication with a neat diagram. (10)

OR

Define communication and describe the barriers to effective communication. (2+8=10)

Q.3. Write essential telephone etiquettes for a successful professional.

OR

What are the merits and demerits of oral communication? (5)

Q.4. Differentiate between verbal and non-verbal communication. (5)

Q.5. Write short notes on **any two**:
(a) Memo (b) Body language (c) Circular (2x 2 ½ =5)

Q.6. Explain the objectives of business communication. (5)

Q.7. Elucidate the essential features of a good business letter (5)

Q.8. State True or False:

- (a) Communication is one way process.
- (b) Kinesics is the interpretation of body motion communication.
- (c) STD is abbreviation for standard trunk dialing.
- (d) Full form of fax is facsimile transmission.
- (e) Memorandums are of oral communication.

(5x1=5)
