

ROLL No.....

NATIONAL COUNCIL FOR HOTEL MANAGEMENT
AND CATERING TECHNOLOGY, NOIDA
ACADEMIC YEAR 2013-2014

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 What are the **eight** 'C's essentials for the good business letter? Explain. (10)
- Q.2 Define communication. Classify communication. What are the objectives of communication? (3+3+4=10)
- Q.3 Answer the following questions:
- (a) Draw a flow-chart for the process of communication.
 - (b) Give one example of Mechanical Barrier in communication.
 - (c) STD is abbreviation for _____.
 - (d) Give one merit of written communication.
 - (e) A General Manager issuing instructions to various departmental heads is an example of _____.
- (5x1=5)
- Q.4 Differentiate between Formal and Informal communication.
OR
Explain body language. (5)
- Q.5 Write an application to the HR Manager of a 5-star hotel for a job of steward, published in Times of India dated 15.01.14.
OR
Explain Telephone etiquettes. (5)
- Q.6 What are the merits and demerits of oral communication?
OR
What are the merits and demerits of written communication? (5)

- Q.7. Explain in short:
(a) Paralanguage
(b) Kinesics

OR

- (a) Office Order
(b) Office Circular

(2 ½ + 2 ½ = 5)

- Q.8. State True or False:
(a) Bio-data gives the details of an individual.
(b) Written communication does not have a legal validity.
(c) Memorandums are means of oral communication.
(d) Informal channel of communication is known as grapevine.
(e) Facial expression is a verbal communication.

(5x1=5)
