

ROLL No.....

NATIONAL COUNCIL FOR HOTEL MANAGEMENT
AND CATERING TECHNOLOGY, NOIDA
ACADEMIC YEAR 2014-2015

COURSE : 2nd Semester of Post Graduate Diploma in
Accommodation Operations & Management
SUBJECT : Business Communication
TIME ALLOWED : 02 Hours MAX. MARKS: 50

(Marks allotted to each question are given in brackets)

- Q.1. Explain the formal communication network in an organisation. (10)
- Q.2. Identify the factors which influence delivery of a business presentation. (10)
- Q.3. What are the qualities of a successful proposal?
OR
Briefly describe **any five** graphics which are used in reports. (5)
- Q.4. Write an acknowledgement letter on receipt of a cheque from a guest. Assume all necessary details.
OR
Write a letter to XYZ company enquiring about the latest washing machines for the laundry division. Assume all necessary details. (5)
- Q.5. List **five** sentences for making polite suggestions to the guest.
OR
Write a telephonic conversation (of atleast five exchanges) between a front office executive and a guest regarding reservation of a suite. (5)
- Q.6. What is memorandum? (5)

Q.7. Write short notes on **any two** of the following:

- (a) Agenda
- (b) Notice
- (c) Minutes
- (d) Circular

(2x 2 ½ =5)

Q.8. Choose the correct option:

- (i) The date, inside address, salutation and complementary close are all parts of:
 - (a) E-mail correspondence
 - (b) Letters
 - (c) Memorandum
 - (d) All of the above

- (ii) E-mail can be classified as:
 - (a) Informal
 - (b) Formal
 - (c) Casual
 - (d) All of the above

- (iii) The most frequently read part (s) of a report is/are:
 - (a) The beginning and the ending
 - (b) The findings
 - (c) The endings
 - (d) The graphics

- (iv) Which of the following audiences would you be more likely to send a letter?
 - (a) your boss
 - (b) Your co-worker
 - (c) A customer
 - (d) None of the above

- (v) E-mail has grown so rapidly in business because:
 - (a) It is cheap
 - (b) It permits a written record
 - (c) It eliminates 'telephone tag'
 - (d) All of the above

(5x1=5)
