

Roll No.....

NATIONAL COUNCIL FOR HOTEL MANAGEMENT
AND CATERING TECHNOLOGY, NOIDA
ACADEMIC YEAR 2017-2018

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. What is communication? Identify the sender-oriented barriers to communication. (10)
- Q.2. Define Proxemics. How would you explain the use of space in communication? (10)
- OR**
- What are the different levels of listening that makes it effective in 2-way communication? (10)
- Q.3. 'Right body language is the key to success'. Explain in about 150 words. (5)
- OR**
- Differentiate between note taking and note making. (5)
- Q.4. What is the need of telephone skills within a hotel? How these play a vital role in guest satisfaction? (5)
- Q.5. Define the following (**any two**): (5)
- (a) Kinesics (b) Phonetics (c) Audience Analysis (d) Grapevine (2x 2 ½ =5)
- Q.6. How colours and plants signify the communication? (5)
- Q.7. What are the essential qualities of a good speaker? Suggest ways to develop those qualities by a fresher in a hospitality institute. (5)
- Q.8. Use the following homophones in sentence to illustrate the difference in their meaning (**any five**): (5x1=5)
- (a) RIGHT / WRITE (b) IN / INN (c) FORE / FOUR
(d) MEET / MEAT (e) WINE / VINE (f) HOLE / WHOLE
(g) WAIST / WASTE (h) STATIONERY / STATIONARY
