

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

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

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(Marks allotted to each question are given in brackets)

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- 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)

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