

ROLL No.....

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

COURSE : 1 ½ Year Diploma in  
Food & Beverage Service / Housekeeping /  
Front Office Operations  
SUBJECT : Business Communication  
TIME ALLOWED : 02 HRS. MAX. MARKS: 50

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(Marks allotted to each question are given in brackets)

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Q.1. Choose the correct option:

- (a) The concept of '7C' is related to:
- (i) Process of communication
  - (ii) Elements of communication
  - (iii) Principles of effective communication
  - (iv) Objectives of communication
- (b) Which of the following is displayed publicity?
- (i) Circular
  - (ii) Notice
  - (iii) Memorandum
  - (iv) Application letter
- (c) The study of body language is known as:
- (i) Kinesics
  - (ii) Haptics
  - (iii) Proxemics
  - (iv) Oculesics
- (d) Covering letter is attached to:
- (i) Circular
  - (ii) Memorandum
  - (iii) Invitations
  - (iv) Resume/CV
- (e) Which of the following is an example of social media?
- (i) Facebook
  - (ii) Twitter
  - (iii) Instagram
  - (iv) All of the above

Q.2. Briefly explain the objectives of communication.

**OR**

Briefly explain the process of communication.

(5)

Q.3. Write short note on 'Memorandum' and draw its format.

**OR**

What are the reasons for incorrect pronunciation? Explain.

(5)

Q.4. Write short note on 'Circular' and draw its format.

**OR**

Write a short note on the importance of good communication.

(5)

Q.5. Explain in detail the essentials of a good business letter.

**OR**

List the points to be kept in mind while note taking.

(7)

Q.6. Explain in detail the principles of effective communication.

**OR**

List and explain the qualities required to be an effective speaker.

(7)

Q.7. Briefly explain the following types of communication:

- |                          |                            |
|--------------------------|----------------------------|
| (a) Formal communication | (b) Informal communication |
| (c) Oral communication   | (d) Written communication  |

(4x2=8)

Q.8. Write a detailed note on 'Body Language'.

**OR**

Write a note on 'Telephone etiquettes'. Explain the process of accepting a telephone call.

(8)

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