

**Roll No.**

**Total No. of Pages : 02**

**Total No. of Questions : 09**

**BHMCT (Sem.-1)**  
**COMMUNICATION-I**  
**Subject Code : BH-103**  
**M.Code : 14502**

**Time : 3 Hrs.**

**Max. Marks : 30**

### INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A is COMPULSORY consisting of TEN questions carrying ONE mark each.**
2. **SECTION-B contains FIVE questions carrying 2<sup>1</sup>/<sub>2</sub> (Two and Half) marks each and students have to attempt any FOUR questions.**
3. **SECTION-C contains THREE questions carrying FIVE marks each and students have to attempt any TWO questions.**

## SECTION-A

**1. Write short notes on :**

- a) Horizontal Communication
- b) Red Flag Listening
- c) Downward Communication
- d) Kinesics
- e) Communication Network
- f) Spontaneous Gesture
- g) Informative Listening
- h) Public Speaking
- i) Active Listening
- j) Brain Storming

## **SECTION-B**

2. List down the guidelines for effective listening.
3. What do you understand by audience analysis?
4. What are the general guidelines to be followed while receiving and making a call?
5. Write down the steps to overcome the barriers of communication.
6. What are the do's and don'ts of telephonic conversation?

## **SECTION-C**

7. What are the essential qualities of a good speaker?
8. Discuss the communication process in detail.
9. Explain the importance of effective speech for hotel professionals.

**NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.**