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Total No. of Pages : 02

Total No. of Questions : 09

B.Sc.(HMCT) (2013 to 2017 Batch) (Sem.-3)

COMMUNICATION – III

Subject Code : BSHM-306

M.Code : 12094

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

SECTION–A

1. Answer briefly :

- a. Gestures in communication
- b. Paralanguage
- c. Non-verbal communication
- d. Pronunciation and Accent in Speech
- e. Encoding and Decoding
- f. Clarity of speech
- g. Eye-contact
- h. Politeness and Pitch
- i. Accent in speech
- j. Dress code and its impact

SECTION-B

2. What do you mean by 'Kinesics' or body language? Discuss its aspects.
3. Write a note on the importance of pitch variation while communicating.
4. Define 'Proxemics' or 'Space language'. Highlight its importance for effective communication.
5. The hotel staff should have excellent speaking skills. Why?
6. The hotel staff should be trained to handle different types of telephonic inquires. Why and how?

SECTION-C

7. Discuss the various components of non-verbal communication. How do these non-verbal components help in effective verbal communication?
8. Discuss the importance of effective communication skills in hotel industry.
9. Write a note on basic telephone etiquettes while handling telephonic inquires in a five star property. Write a standard conversation between the front office executive and a prospective customer to book a room for five days overlooking the swimming pool. The room is available for 3 days and the rate cannot be discounted, but the customer is trying to bargain.

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.