

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BSc.(Catering and Culinary Arts) (2015 & Onwards) (Sem.-4)

BUSINESS COMMUNICATION

Subject Code : BSCCA-407

M.Code : 74366

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. **Explain briefly :**
 - a. Job application
 - b. Synergy
 - c. Group Discussion
 - d. Encoding
 - e. Role of Extempore skills in communication
 - f. Use of Brochure in presentations
 - g. Resume v/s CV
 - h. Communication Cycle
 - i. Informal Communication
 - j. Panel Discussion

SECTION-B

2. Can an organisation use Informal Communication, to communicate effectively during office hours. Discuss pros and cons.
3. Prepare a memo for circulation to all employees of your organisation announcing a change in the working hours and explaining the reasons for the change.
4. Imagine that you are the F & B manager of a five-star property. Write a notice to your team informing and directing them about the upcoming Christmas party and the particular dress code and necessary details therewith.
5. *“The acquisition of oral presentation skills is essential for success in a profession”*. Comment.
6. What is business report? Discuss steps of writing a business report.

SECTION-C

7. What is a resume? What is its main function?
8. Why and how do employers use group discussion as one of the instruments for assessing the suitability for candidates for a job?
9. *“Seek first to understand, then to be understood”*. Considering this statement by Stephen Covey, a noted author, discuss the role of personal habits play in overall success within an organisation.

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.