

Roll No.

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Total No. of Pages : 02

Total No. of Questions : 09

B.Voc. (Hospitality & Catering Management) (Sem.-1)

BUSINESS COMMUNICATION-I

Subject Code : BVHCM-106-19

M.Code : 77142

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) Define Communication.
- b) What is Kinesics?
- c) What is para language?
- d) What is the need of communication?
- e) Discuss the guidelines of effective listening.
- f) What is non-verbal communication?
- g) What is effective listening?
- h) Define the purpose of speech.
- i) What are artefacts?
- j) What are telephone skills?

SECTION-B

- 2) What are the various barriers of communication?
- 3) Discuss the communicative use of artefacts.
- 4) Pen down the nature of telephonic activity in the hotel industry.
- 5) What is vocal behavior? Discuss its impact on verbal communication.
- 6) Discuss the role of Proxemics in communication.

SECTION-C

- 7) Discuss the various models of communication.
- 8) Define listening. Discuss the levels, types and barriers of listening.
- 9) Discuss the importance of non -verbal communication. Pen down the various kinesics used in communication.

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.