Q.1. Define communication. Explain the principles of effective communication.  
   (10)

Q.2. Explain the difference between formal and informal communication.  
   OR  
   Briefly explain the importance of non-verbal communication in guest handling.  
   (10)

Q.3. Write in 2-3 lines (any five):  
   (a) Internet  
   (b) P.S.  
   (c) FAX  
   (d) D.O.  
   (e) Motivation  
   (f) Feedback  
   (g) C.V.  
   (h) Electronic media  
   (5x2=10)

Q.4. Write an application for the post of housekeeping assistant in a 5-star hotel.  
   (5)

Q.5. State True or False:  
   (a) Feedback is a part of two way communication.  
   (b) Body language is a form of verbal communication.  
   (c) Telefax is the telephonic transmission of scanned printed material.  
   (d) A memo is a detailed message from one person/department to another.  
   (e) Horizontal communication is also called as lateral communication.  
   (5x1=5)

Q.6. Write short notes on any two:  
   (a) Body language  
   (b) Telephone etiquettes  
   (c) Essentials of a business letter  
   (2x5=10)