Roll No……………………………

NATIONAL COUNCIL FOR HOTEL MANAGEMENT
AND CATERING TECHNOLOGY, NOIDA
ACADEMIC YEAR 2017-2018

COURSE : 2nd Semester of 3-year B.Sc. in H&HA
SUBJECT : Communication
TIME ALLOWED : 02 Hours
MAX. MARKS: 50

Marks allotted to each question are given in brackets

Q.1. What is communication? Identify the sender-oriented barriers to communication. (10)

Q.2. Define Proxemics. How would you explain the use of space in communication?
   OR
   What are the different levels of listening that makes it effective in 2-way communication? (10)

Q.3. ‘Right body language is the key to success’. Explain in about 150 words.
   OR
   Differentiate between note taking and note making. (5)

Q.4. What is the need of telephone skills within a hotel? How these play a vital role in guest satisfaction? (5)

Q.5. Define the following (any two):
   (a) Kinesics   (b) Phonetics   (c) Audience Analysis   (d) Grapevine
   (2x 2 ½ =5)

Q.6. How colours and plants signify the communication? (5)

Q.7. What are the essential qualities of a good speaker? Suggest ways to develop those qualities by a fresher in a hospitality institute. (5)

Q.8. Use the following homophones in sentence to illustrate the difference in their meaning (any five):
   (a) RIGHT / WRITE   (b) IN / INN   (c) FORE / FOUR
   (d) MEET / MEAT   (e) WINE / VINE   (f) HOLE / WHOLE
   (g) WAIST / WASTE   (h) STATIONERY / STATIONARY
   (5x1=5)

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