

NATIONAL COUNCIL FOR HOTEL MANAGEMENT
AND CATERING TECHNOLOGY, NOIDA
ACADEMIC YEAR 2014-2015

COURSE : Diploma in Food & Beverage Service
SUBJECT : Business Communication
TIME ALLOWED : 02 Hours MAX. MARKS: 50

(Marks allotted to each question are given in brackets)

Q.1. Define communication. Explain with the help of a diagram, the two way communication process.

(2+8=10)

Q.2. What do you understand by formal communication? What are the advantages of formal communication?

(5+5=10)

OR

Discuss the common barriers to effective communication.

(10)

Q.3. Write short notes on (**any two**):

- (a) Non-verbal communication.
- (b) Role of feed-back in communication.
- (c) Memo
- (d) Circular

(2x2 ½ =5)

Q.4. With an example, discuss the importance of telephone in hospitality industry.

OR

Enlist **five** points to be kept in mind while receiving an external call.

(5)

Q.5. What is the importance of business letter? What are the essential qualities of a good business letter?

(5)

Q.6. Prepare a circular asking all employees to attend office on a closed holiday..

(5)

Q.7. Write a covering letter supporting your CV for the position of a Captain in a restaurant.

(5)

Q.8. State True or False:

- (a) Bio-data gives the details of an individual.
- (b) Written communication does not have a legal validity.
- (c) Memorandums are means of oral communication.
- (d) Informal channel of communication is known as grapevine.
- (e) Facial expression is a verbal communication.

(5x1=5)
