

2071
Bachelor of Hotel Management and Catering Technology
Second Semester
BHM-T205: Executive Communication

Time allowed: 3 Hours

Max. Marks: 70

NOTE: Attempt all questions in all, including Question No. I. which is compulsory and selecting one question from each Unit.

x-x-x

I. Attempt the following:-

- a) Define Communication. What are the different types of communication?
- b) What are:- chat, tete-a-tete and dialogue?
- c) Explain the importance of dressing for any interview.
- d) Explain 'Brainstorming' as a type of Group Discussion.
- e) What is "Advertising as a Form of Communication"?
- f) How can organisational conflicts be resolved by collaborating?
- g) Write any three differences between Business Presentations and Public Speaking.
- h) How is 'Eye Contact' an important aspect in non-verbal communication?
- i) What is conscious non-verbal communication?
- j) How can non-verbal communication be used for the following:-
 - i) Creating impressions
 - ii) Managing interactions
 - iii) Expressing emotions

(10x3)

UNIT - I

- II. Write a detailed note on barriers of communication. (10)
- III. Explain mechanism of communication, citing examples. (10)

UNIT - II

- IV. Elaborate the functions of communication. (10)
- V. Explain Upward and Downward Communication in detail. (10)

UNIT - III

- VI. Give any five tips each for effective downward and upward communication in an organisation. (10)

(2)

- VII. What is the role of supervisor for effective communication with the employees in an organisation? (10)

UNIT - IV

- VIII. Describe how conversation can be managed. (10)
- IX. What are the non-verbal cues in conversation? (10)

x-x-x