

ROLL No.....

NATIONAL COUNCIL FOR HOTEL MANAGEMENT
AND CATERING TECHNOLOGY, NOIDA
ACADEMIC YEAR 2016-2017

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. What are the essentials of a good business letter? Explain in detail.

OR

What are the common barriers in effective communication?

(10)

Q.2. Define and classify communication. With the help of a flow chart, explain the communication process.

(10)

Q.3. Write short notes (**any five**):

- | | |
|------------------------------|---------------------|
| (a) Kinesics | (b) Grape wine |
| (c) Horizontal communication | (d) Paralanguage |
| (e) Memorandum | (f) Office circular |
| (g) Office order | |

(5x3=15)

Q.4. Write a covering letter to the Training Manager of a 5-star hotel for the job of steward. The advertisement has been published in 'The Hindu' Newspaper on 11.04.2017.

OR

Why telephone etiquettes are important for restaurant service staff?

(5)

Q.5. Explain the merits and demerits of oral communication.

OR

Differentiate between Formal and Informal communication.

(5)

Q.6. Fill in the blanks:

- (a) In _____ communication the flow of information is at same level.
(b) The informal channel of communication is known as _____.
(c) Electricity/computer breakdown is an example of _____ barrier.
(d) The return of communication from the receiver to the sender is known as _____.
(e) _____ communication does not have a legal validity.

(5x1=5)
