



Roll No.

Total No. of Pages : 02

Total No. of Questions : 18

B.Voc. (Hospitality & Culinary Management) (2019 Batch) (Sem.-1)

BUSINESS COMMUNICATION-I

Subject Code : BVHCA-106-19

M.Code : 77133

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

SECTION-A

Write short notes on :

1. Communication
2. Audience analysis
3. Proxemics
4. Loudness
5. Active Listening
6. Purpose of Speech
7. Artifacts
8. Telephone etiquettes
9. Gesture
10. Encoding



SECTION-B

11. What is the need for business communication?
12. Explain the levels of listening.
13. List the essential qualities of a good speaker.
14. What is Vocal behaviour? Express its impact on verbal communication.
15. What is the importance of organizing the ideas before speech delivery?

SECTION-C

16. Describe barriers to communication and the ways to overcome it.
17. What is Kinesics? What are its components? Explain in detail.
18. Explain the need to develop telephone skills in hospitality industry.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.