

Paper Id:

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| 174105 |
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Roll No:

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BHMCT
(SEM-I) THEORY EXAMINATION 2019-20
BUSINESS COMMUNICATION

Time: 3 Hours**Total Marks: 70****Note: 1.** Attempt all Sections. If require any missing data; then choose suitably.**SECTION A****1. Attempt all questions in brief. 2 x 7 = 14**

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| a. | Define communication? |
| b. | What is extempore? |
| c. | Define telephone etiquette. |
| d. | Define Oral presentation. |
| e. | What do you mean by Toasting? |
| f. | Explain Precise Writing. |
| g. | What is elocution? |

SECTION B**2. Attempt any three of the following: 7 x 3 = 21**

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| a. | What do you mean by 'Business Communication'? Also explain its importance. |
| b. | What is the process of communication? Explain the types of communication. |
| c. | Define the Methods of paragraph development. |
| d. | What is group discussion? What are the Do's and Don'ts for a good group discussion? |
| e. | Describe the term interview. Also discuss the kinds of interview. |

SECTION C**3. Attempt any one part of the following: 7 x 1 = 7**

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| (a) | What are the barriers to communication? Explain. |
| (b) | What is PPT? What are the points to be considered while making PPT? |

4. Attempt any one part of the following: 7 x 1 = 7

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| (a) | Draft an advertisement for recruitment of staff in Front Office department of a five star hotel. |
| (b) | Design a resume for yourself for the post of Management Trainee. |

5. Attempt any one part of the following: 7 x 1 = 7

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| (a) | Write in detail about report writing. Also give the format of report. |
| (b) | Write a letter to the customer for promoting "Valentine's Day" party. |

6. Attempt any one part of the following: 7 x 1 = 7

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| (a) | What do you understand by body language? Explain the importance of body language. |
| (b) | What are the etiquettes of a manger should observe in various formal and informal situations? |

7. Attempt any one part of the following: 7 x 1 = 7

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| (a) | What is business presentation? Give guide lines for effective business presentation. |
| (b) | Explain art of condensation. What are its steps? |