

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

COURSE : Diploma in Housekeeping
SUBJECT : Business Communication
TIME ALLOWED : 02 Hours MAX. MARKS: 50

(Marks allotted to each question are given in brackets)

Q.1. Define communication. Explain the principles of effective communication. (10)

Q.2. Explain the difference between formal and informal communication.

OR

Briefly explain the importance of non-verbal communication in guest handling. (10)

Q.3. Write in 2-3 lines (**any five**):

- | | |
|----------------|----------------------|
| (a) Internet | (b) P.S. |
| (c) FAX | (d) D.O. |
| (e) Motivation | (f) Feedback |
| (g) C.V. | (h) Electronic media |

(5x2=10)

Q.4. Write an application for the post of housekeeping assistant in a 5-star hotel. (5)

Q.5. State True or False:

- (a) Feedback is a part of two way communication.
- (b) Body language is a form of verbal communication.
- (c) Telefax is the telephonic transmission of scanned printed material.
- (d) A memo is a detailed message from one person/department to another.
- (e) Horizontal communication is also called as lateral communication.

(5x1=5)

Q.6. Write short notes on **any two**:

- (a) Body language
- (b) Telephone etiquettes
- (c) Essentials of a business letter

(2x5=10)
