

ROLL No.....

NATIONAL COUNCIL FOR HOTEL MANAGEMENT  
AND CATERING TECHNOLOGY, NOIDA  
**ACADEMIC YEAR 2013-2014**

COURSE : 2<sup>nd</sup> Semester of 3-year B.Sc. in H&HA  
SUBJECT : Communication  
TIME ALLOWED : 02 Hours MAX. MARKS: 50

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(Marks allotted to each question are given in brackets)

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- Q.1. What are the barriers to communication? How do we overcome these barriers?  
(5+5=10)
- Q.2. Write short notes on **any two**:  
(a) Proxemics (b) Paralanguage (c) Artifacts  
(2x5=10)
- Q.3. Define communication. Explain the characteristics of human communication.  
**OR**  
Explain the importance of effective speech for hotel professionals.  
(5)
- Q.4. What are the essential qualities of a good speaker?  
**OR**  
What do you understand by audience analysis? Explain its importance.  
(5)
- Q.5. Explain the difficulties of listening. What can we do to improve listening skills?  
**OR**  
Proper grooming is of great importance in hotel industry. Explain.  
(5)
- Q.6. Explain the importance of telephone skills for front office personnel.  
(5)
- Q.7. Discuss the importance of Non-verbal communication.  
(5)
- Q.8. Make sentences to bring out the meaning of the following:  
(a) Aloud/Allowed (b) Beat/Beet  
(c) Career/Carrier (d) Great/Grate  
(e) Straight/Strait  
(5x1=5)

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