

**A-0938**

**Total Pages : 3**

**Roll No. ....**

**HM-101**

**Business Communication**

**Master of Hotel Management (MHM)**

**Examination 2026 (Feb.)**

**Time: 02:00 hrs**

**Max. Marks: 35**

Note : This paper is of Thirty Five (35) marks divided in to two (02) Section A and B. Attempt the questions contained in these sections according to the detailed instructions given therein. *Candidates should limit their answers to the questions on the given answer sheet. No additional (B) answer sheet will be issued.*

**Section-“A”**

**(Long Answer - type Questions)**

Note:- Section ‘A’ contains Five (05) long-answer-type questions of Nine and Half (9½) marks each.

Learners are required to answer any two (02) questions only.

**(2x9½=19)**

**P.T.O**

**A-0938**

1. Define Communication. Also explain the importance of communication in the hospitality industry in your words.
2. What are the different stages of writing? Also discuss the advantages and disadvantages of written communication.
3. What is Listening? Also explain the difficulties of listening. What can we do to improve listening skills?
- 4 Distinguish between verbal and Non-verbal communication. Why effective communication is important for the travel agent?
5. Explain Grooming Standard. Proper grooming is of great importance in hotel industry. Explain.

### **Section-“B”**

#### **(Short -answer - type questions)**

**Note:- Section ‘B’ contains eight (08) short-answer type questions of Four (04) marks each. Learners are required to answer any Four (04) questions only.**

**(4x4=16)**

1. Define Communication Networks.
2. What are the essential qualities of a good speaker?

3. What is the role of internet in tourism industry?
4. Differentiate between Kinesics and Proxemics.
5. Explain Postures and Gestures of the body language.
6. Differentiate aggressive and passive behaviours.
7. Explain the importance of telephone skills for front office personnel.
8. Write a short note on any one of the following:
  - (a) Barriers of Verbal Communication
  - (b) Types of Letters

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