



UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)
उत्तराखण्ड मुक्त विश्वविद्यालय, हल्द्वानी (नैनीताल)

MASTER OF HOTEL MANAGEMENT (MHM-17)

First Semester Assignment

Session - 2017-18, Summer

Last Date of Submission: 31st October 2017

Session - 2017-18, Winter

Last Date of Submission: 30th April 2018

Course Title: Business Communication
Year: 2017-18

Code: HM-101
Maximum Marks: 10

Section - A

Section 'A' contains 08 short answer type questions of 1½ mark each. Learners are required to answer FOUR questions only. Answers of short answer-type questions must be restricted to 250 words approximately.

Briefly discuss the following:

1. Functions of Communication
2. Merits and demerits of downward communication
3. Advantages and disadvantages of written communication
4. Cross cultural communication
5. Types of messages
6. Report writing
7. Format of Business Letter
8. Types of Listening

Section - B

Section 'B' contains 04 long answers - type questions of 2 marks each. Learners are required to answer 02 questions only.

Discuss the following in detail:

1. Explain Techniques for Call Handling in detail.
2. Write detailed note on 'Barriers of Communication'.
3. Write detailed note on 'Types of Non Verbal Communication'
4. Write a note on communication through body gestures.