



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

MASTER OF HOTEL MANAGEMENT (MHM-11)

Assignment

Last Date of Submission: 15 Jan 2014

Course Title: Corporate Communication

Course Code: MHM - 101

Session: 2013-14 Summer

Maximum Marks: 20

Section 'A' contains 08 short answer type questions of 2^{1/2} marks each. Learners are required to answer 4 questions only. Answers of short answer-type questions must be restricted to 250 words approximately.

Briefly discuss the following:

- (1) Internal Communication and its importance
- (2) Five components of listening
- (3) Proper use of cell phones
- (4) Significance of appearance & body movements in communication.
- (5) Non verbal communication
- (6) How can we overcome fear?
- (7) Giving a successful telephonic interview
- (8) What is Agenda? How can we plan an agenda?

Section 'B' contains 04 long answer-type questions of 5 marks each. Learners are required to answer 02 questions only.

Discuss the following in detail:

- (1) Various techniques of good extempore speaking
- (2) Hindrance in communication due to fear
- (3) Effectively plan a meeting or conference
- (4) Various types of communication