



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

MASTER OF HOTEL MANAGEMENT (MHM-11)

Assignment

Last Date of Submission: 15 Jan 2015

Course Title: Corporate Communication

Course Code: MHM - 101

Session: 2014-15 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) What is Agenda? How can we plan an agenda?
- (2) Barriers to effective listening
- (3) Significance of appearance & body movements in communication.
- (4) 7Cs of communication
- (5) Non verbal communication
- (6) Guidelines while making a formal phone call
- (7) Merits and demerits of oral communication
- (8) Tips for removing anxiety before presentation

Section 'B' contains 04 long answer-type questions of 5 marks each. Learners are required to answer 02 questions only. Answers of long answer-type questions must be restricted to 1000 words approximately.

Discuss the following in detail:

- (1) Various types of communication.
- (2) Explain the process of listening in detail
- (3) What is a meeting? Explain the various factors needed to be considered while planning a meeting.
- (4) How attire and smile help in effective communication?