



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

MASTER OF HOTEL MANAGEMENT (MHM-11)

ASSIGNMENT

Last Date of Submission: 15 Jan, 2012

Course Title: Corporate Communication
Year: 2011-12 (Summer)

Course Code: MHM – 101
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) Guidelines while making a formal phone call
- (2) Barriers to effective listening
- (3) Grievance Interview
- (4) Paralanguage
- (5) Technique for fear reduction
- (6) Tips for removing anxiety before presentation
- (7) How attire and smile help in effective communication?
- (8) Principles of Presentation

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

- (1) Describe the relevance of good communication skills and personality in hotel industry
- (2) Describe various types of non-verbal communication.
- (3) What is a meeting? Explain the various factors needed to be considered while planning a meeting
- (4) What efforts are needed to be made by a listener for effective communication? Explain.