



UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)

उत्तराखण्ड मुक्त विश्वविद्यालय, हल्द्वानी (नैनीताल)

MASTER OF HOTEL MANAGEMENT
ASSIGNMENT

Last Date of Submission: 15th January 2013

Course Title: Corporate Communication

Course Code: MHM- 101

Year: 2012-13

Maximum Marks: 20

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

Section-A

Briefly discuss the following:

1. 7Cs of communication
2. Barriers to effective listening
3. Merits and demerits of oral communication
4. Paralanguage
5. Elements of good public speaking
6. Techniques of good Extempore speaking
7. Stress interview
8. Minutes of meeting

Section 'B' contains 04 long answer-type questions of 5 marks each. Attempt any 2 questions only. Answers of Long answer-type questions must be restricted to 1000 words approximately. Briefly discuss the following:

Section-B

1. Define communication. Explain types of communication in detail.
2. Explain the process of listening in detail.
3. What do you mean by presentation skill? Explain planning and preparation required for effective presentation.
4. What do you mean by non-verbal communication? Explain various types of non-verbal communication in detail.