



SCHOOL OF TOURISM, HOSPITALITY AND HOTEL ADMINISTRATION

**UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)**

**उत्तराखण्ड मुक्त विश्वविद्यालय, हल्द्वानी (नैनीताल)**

**MASTER OF HOTEL MANAGEMENT  
ASSIGNMENT**

**Last Date of Submission: 15<sup>th</sup> January 2016**

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**Course Title: Corporate Communication  
Year: 2015-16**

**Course Code: MHM - 101  
Maximum Marks: 20**

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### **SECTION A**

**This section contains 08 short answer type questions of 2<sup>1/2</sup> marks each. Learners are required to answer any 04 questions only. Answers of short answer-type questions must be restricted to 250 words approximately.**

**Briefly discuss the following:**

1. What are 7 Cs of communication? Explain.
2. What are the characteristics of communication?
3. What are the benefits of good listening?
4. Write a short note on 'Barriers to effective listening'.
5. Write a short note on 'Answering Machines'.
6. What are the ways to overcome the fear of making mistakes during public speaking?
7. What is a meeting?
8. Write a note on 'Layout of Meeting Room' with suitable illustrations.

### **SECTION B**

**This section contains 04 long answer-type questions of 5 marks each. Learners are required to answer any 02 questions only. Answers of long answer-type questions must be restricted to 750 words approximately.**

1. Explain the five components of the process of listening.
2. Write a detailed note on 'Various Types of Communication'.
3. Write a detailed note on 'Presentation Skills'.
4. What are the various types of interviews? Explain each in detail.