

Total No. of Questions: 7

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AISSMS College of Hotel Management and Catering Technology, Pune

Seat No:

[0607]/GE504A/2025/BSCHS_SEM5

TYBSCHS (Fifth Semester) Examination, 2025

GE504A - PERSONALITY DEVELOPMENT AND BUSINESS COMMUNICATION

(2021 Pattern)

Time: 2 Hrs. 30 Mins.

Maximum Marks: 50

Instructions: -

- (i) Solve any five questions
- (ii) All questions carry equal marks.
- (iii) Draw diagrams wherever necessary.

Q1. Explain the terms:

- A) Memo [2]
- B) Aggressive Attitude [2]
- C) Video Conference [2]
- D) SWOT Analysis [2]
- E) Travel Etiquette [2]

Q2. A) Enlist the signs and explain any five symptoms of mental ill-health at the workplace. [5]

B) What are the benefits of a positive attitude? [5]

Q3. A) Explain in detail the concept of 'Transactional Analysis'. [5]

B) State the importance of mentoring in a workplace. [5]

Q4. A) Differentiate between 'Inspiration' and 'Motivation'. [5]

B) Explain the art of networking in a professional environment. Mention suitable examples. [5]

Q5. A) Define Group Discussions. Enlist four rules that need to be followed in a Group Discussion. [5]

B) Mention any five guidelines to be followed for giving an effective presentation. [5]

Q6. A) Enlist any five steps to prepare before going for an interview. [5]

B) Write a cover letter applying for a chef position at a five-star hotel. Assume suitable data. [5]

Q7. A) Explain any five objectives of Business Communication. [5]

B) Write a thank-you letter to a guest who has been a frequent visitor to your hotel, appreciating their loyalty and encouraging them to continue visiting. Assume suitable data. [5]
