

Total No. of Questions: 7

Total No. of Printed Pages: 1

AISSMS College of Hotel Management and Catering Technology, Pune

Seat No:

[0607]/HSAEC129/2025/BSCHS_SEM2_Revised

FYBSCHS (Second Semester) Examination, 2025

HSAEC129 - BUSINESS COMMUNICATION

(REV.2023 Pattern)

Time: 1 Hr. 30 Mins.

Maximum Marks: 25

Instructions: -

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

Q1. Explain the terms :

- | | |
|--|-------|
| A) Business Communication | [1] |
| B) Semantic Barrier | [1] |
| C) Resume | [1] |
| D) Group Discussion | [1] |
| E) Table Etiquette | [1] |
| Q2. Enlist and briefly explain five things one must do to prepare for an interview. | [5] |
| Q3. Discuss the various Principles for an effective presentation. | [5] |
| Q4. Explain any 5 modes of Business communication. | [5] |
| Q5. Write a letter of Job application for the post of Front Office Assistant in a star category hotel. Assume necessary skills and hotel related data. | [5] |
| Q6. Identify the need for Business Communication. | [5] |
| Q7. Describe the importance of Business Attire. | [5] |
