

II Semester B.H.M. Examination, September/October 2021
(CBCS) (Repeaters) (2015 – 16 and Onwards)
HOTEL MANAGEMENT
Hospitality Communication

Time : 3 Hours

Max. Marks : 70

Instruction : Answer all questions.

SECTION – A

- A. Answer any 6 of the following : (6×2=12)
- 1) Mention any two note making methods.
 - 2) What is a memo ?
 - 3) What is the importance of a comment card ?
 - 4) What is a cover letter ?
 - 5) Mention any two forms of visual media.
 - 6) What are Periodic Reports ?
 - 7) What is advertising ?
 - 8) Who was Dhondiba Medge ?
- B. Write short notes on any two of the following : (2×5=10)
- 1) Norms and requirements of Business Communication.
 - 2) Forms of media.
 - 3) Report writing.
 - 4) In-house publicity materials.

SECTION – B

- A. Write linear notes on the following passage : 5

How does television affect our lives ? It can be very helpful to people who carefully choose the shows that they watch. Television can increase our knowledge of the outside world; there are high quality programmes that help us understand many fields of study, science, medicine, the different arts and so on. Moreover, television benefits very old people, who can't leave the house, as well as patients in hospitals. It also offers non-native speakers the advantage of daily informal language practice. They can increase their vocabulary and practise listening. Some years down the line, in the age of antiquity, spas and bath houses often provided sleeping facilities and were popular attractions for those seeking rest and relaxation.



On the other hand, there are several serious disadvantages of television. Of course, it provides us with a pleasant way to relax and spend our free time, but in some countries, people watch television for an average of six hours or more a day. Many children stare at the TV screen for more hours a day than they spend on anything else, including studying and sleeping. It's clear that TV has a powerful influence on their lives and that its influence is often negative.

Recent studies show that after only thirty seconds of television viewing, a person's brain 'relaxes' the same way that it does just before the person falls asleep. Another effect of television on the human brain is that it seems to cause poor concentration. Children who view a lot of television can often concentrate on a subject for only fifteen to twenty minutes. They can pay attention only for the amount of time between commercials.

Another disadvantage is that television often causes people to become dissatisfied with their own lives. Real life does not seem so exciting to these people. To many people, television becomes more real than reality and their own lives seem boring. Also, many people get upset or depressed when they can't solve problems in real life as quickly as television actors seem to.

Before a child is fourteen years old, he or she views eleven thousand murders on the TV. He or she begins to believe that there is nothing strange about fights, killings and other kinds of violence. Many studies show that people become more violent after viewing certain programmes. They may even do the things that they see in a violent show.

- B. Your college is organizing a workshop on Bar Tending Skills. Prepare an agenda for the workshop. 5
- C. Give the full forms of the following : (5×1=5)
- 1) CEO
 - 2) BCCI
 - 3) FOM
 - 4) CAD
 - 5) WHO
- D. Using conjunctions/linkers, fill in the blanks : 3
- 1) I tried to hit the nail _____ hit my thumb instead.
 - 2) It is cold _____ windy today.
 - 3) Tim listens to music _____ he does Mathematics.



SECTION – C

A. Write an application and a resume addressing to the General Manager, Evolve Back Hotels, Hampi, for the post of Restaurant Operations Manager as a response to the advertisement in The Hindu dated 15th August 2021. 10

B. Answer **any two** of the following : (2×10=20)

- 1) Create a poster giving details of the Coastal Food Festival to be held in your hotel.
- 2) You are the Manager of Hard Rock Café, Bangalore. Write a letter to the Manager of India Emporium placing an order for curtains and sofa covers for your restaurant.
- 3) Explain the reasons for Dabbawalas joining the night school.
- 4) The bar graph given below shows how much money is spent on transportation for people in different household-income groups. Interpret the graph into written format.

