

Register Number  
Name of the Candidate:

**M.Sc. DEGREE EXAMINATION, May 2015**

**(HOTEL MANAGEMENT)**

**(SECOND YEAR)**

**651/650: BUSINESS COMMUNICATION AND PERSONALITY**

**DEVELOPMENT**

(Old and New Regulations)

Time: Three hours

Maximum: 75 marks

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**Answer any FIVE questions**

**(5× 15=75)**

1. a) Explain the need of communication in an organization.  
b) "Communication is a two way process". Explain in this context the elements of communication process.
2. a) Explain the internal and external communication in an organization.  
b) Write short notes on:  
i) Personal communication  
ii) Communication Network
3. a) What do you understand 'Perception' and how it affects the effectiveness of communication?  
b) Write short note on:  
i) 'The face is the index of mind' Explain  
ii) Non-Fluencies
4. a) What are the barriers of communication process? Explain the measures to overcome this barriers.  
b) Write short notes on:  
i) Audio Signals  
ii) Visual Signs
5. a) Write the guidelines for choice of words in business writing.  
b) Describe the steps and principles of preparing a good reports.
6. a) Explain the importance of clarity in Business Communication.  
b) "Control your emotions, if you want to communicate well". Comment.
7. a) Discuss the disadvantages of complaints.  
b) Discuss the techniques of analysing worry.
8. a) Write short notes on:  
i) Criticism ii) Complaints

- b) Briefly explain the techniques in Man handling.
- 9. a) Mention any four occasion on which CEO of a company delivers business presentation.
- b) State the importance of self analysis.
- 10. a) "Your audience receives the message exactly as you intend it to be" Do you agree or disagree with this statement? Justify your answer.
- b) Write short notes on:
  - i) Public speaking
  - ii) Body Language

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