

Enrollment Number: \_\_\_\_\_

## Dr. Babasaheb Ambedkar Open University

TERM END EXAMINATION May-2009

Course : Advance Post Graduate Diploma In Hotel  
& Catering Management

Date : 20/5/2009

Subject Code : APGDHC 101

TIME : 11:00 To 2:00

Subject : Corporate Communication

Marks : 70

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### Section A:

**Elaborative Questions Attempt Any Three** (Each Question carry 15 marks) (45 Marks)

- What is communication? Explain the importance of communication in detail.
- Elucidate in detail types of listening
- What are barriers to communications? Suggest steps by which the problems of barriers can be tackled successfully.
- "Non Verbal communication plays a major role in communication" Explain fully above mentioned statement and discuss types of non verbal communication.
- Who can become an ideal interviewer? Discuss in detail.

### Section B:

**Short Questions Attempt Any Five** (Each Question carry 5 marks) (25 Marks)

- Difference between meeting and conference.
- 7C's and 4S' of communication.
- Barriers in listening.
- Importance of feedback in oral communication.
- Advantages and disadvantages of extempore and memorization.
- Paralanguage.
- Kinesics and Proxemics.