



SG – 047

**II Semester B.H.M. Examination, September/October 2021
(2012 – 13 and Onwards) (Repeaters)
HOTEL MANAGEMENT
Hospitality Communication**

Time : 3 Hours

Max. Marks : 100

Instruction : Answer *all* the questions.

SECTION – A

A. Answer **any ten** of the following.

(10×2=20)

- 1) How is note-taking useful to students ?
- 2) Why is group discussion important in any organisation ?
- 3) Explain "Performance Interview".
- 4) What is the importance of a covering letter ?
- 5) How are banners important in advertising ?
- 6) On what basis did Forbes Global accorded the dabbawalas 99,9999 points ?
- 7) Give two examples of In-house publicity.
- 8) What is the importance of comment card ?
- 9) Why is body language important in an interview ?
- 10) What is editing ?
- 11) What is a bar graph ?
- 12) What is a career objective in a resume ?

B. Write short notes on **any two** of the following :

(2×5=10)

- 1) Report writing.
- 2) Importance of Advertisement.
- 3) Copy writing.
- 4) Differentiate between Pamphlet, Banner, Brochure and Poster.

P.T.O.



SECTION – B

A. Make linear notes on the following passage.

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It is the human nature that we value things only when they are scarce or are in short supply. As such we appreciate the value of water once the rivers, reservoirs, ponds, wells, etc. run dry. Our water resources have now entered an era of scarcity. It is estimated that thirty years from now, approximately one-third of our population will suffer from chronic water shortages.

The increasing demands on fresh water resources by our burgeoning population and diminishing quality of existing water resources because of pollution and the additional requirements of serving our spiralling industrial and agricultural growth have led to a situation where the consumption of water is rapidly increasing and the supply of fresh water remains more or less constant.

It may be maintained that the water available to us is the same as it was before but the population and the consequent demand for water has increased manifold. The consequences of scarcity will be more drastic in arid and semi-arid regions. Water shortage will also be felt in rapidly growing coastal regions and in big cities. Several cities are already, or will be, unable to cope with the demand of providing safe water and sanitation facilities to their inhabitants.

Indicators of water stress and scarcity are generally used to reflect the overall water availability in a country or a region. When the annual per capita of renewable fresh water in a country or a region falls below 1,700 cubic metres, it is held to be situation of water stress. If the availability is below 1,000 cubic metres, the situation is labelled as that of water scarcity.

When the per capita availability falls below 500 cubic metres, it is said to be a situation of absolute scarcity (Engelman and Roy, 1993). These are also the findings of a study conducted by the Tata Energy Research Institute (TERI). This concept has been propounded by Malin Falkenmark on the premise that 100 litres a day (36.5 cubic metres a year) is roughly the minimum per capita requirement for basic household needs and to maintain good health, roughly 5 to 20 times that amount is needed to satisfy the requirement of agriculture, industry and energy.

At the time of Independence, i.e., in 1947, the per capita availability of water in India was 6,008 cubic metres a year. It came down to 5,177 cubic metres a year in 1951 and to 1,820 cubic metres a year in 2001. According to midterm appraisal (MTA) of the 10th plan, per capita availability of water is likely to fall down to 1,340 cubic metres in 2025 and 1,140 cubic metres in 2050.



From as high as 18,417 cubic metres in the Brahmaputra valley, per capita water availability comes down to a low of 411 cubic metres in the east-flowing rivers between Pennar and Kanniyakumari. Even within the Ganga basin, the availability varies from 740 cubic metres in the Yamuna to 3,379 cubic metres in the Gandak (Chitale, 1992).

- B. Your hotel has arranged Food Fest. As a Manager of the hotel, prepare an agenda for the meeting. 10
- C. Give the full forms of the following : (5×1=5)
- 1) AAI
 - 2) HDFC
 - 3) CMO
 - 4) RTI
 - 5) ETA
- D. Fill in the blanks with suitable linkers/conjunctions. (5×1=5)
- 1) I think I preferred this room _____ it was before we decorated it.
 - 2) We usually go out at weekends, but we don't often go out _____ the week.
 - 3) I need a change, I think I'll go on a vacation _____ few days.
 - 4) We met a lot of Bollywood stars _____ we were on a holiday at Mumbai.
 - 5) I think I'll wait _____ Thursday before making a decision.

SECTION – C

- A. Write a cover letter and a resume to the HR of The Royal Orchid, Udaipur, for the post of Front Office. This is in response to the advertisement in 'The Times of India' dated 23rd June 2021. 10
- B. Answer **any three** of the following : (10×3=30)
- 1) Prepare an attractive poster on the following situation.
The Monarch Dehra Dun presents the Wine and Jazz evening at Olive, the Rooftop Restaurant on 14th October 2021.



- 2) La Casa Hotel Delhi had ordered 150 pieces of crockery and on delivery it was found that 40 plates were damaged and 15 did not match the description in the order. Write a letter complaining about this and request for an immediate replacement.
- 3) Explain the reason for the Dabbawalas joining the night school.
- 4) Interpret the given graph into written format.

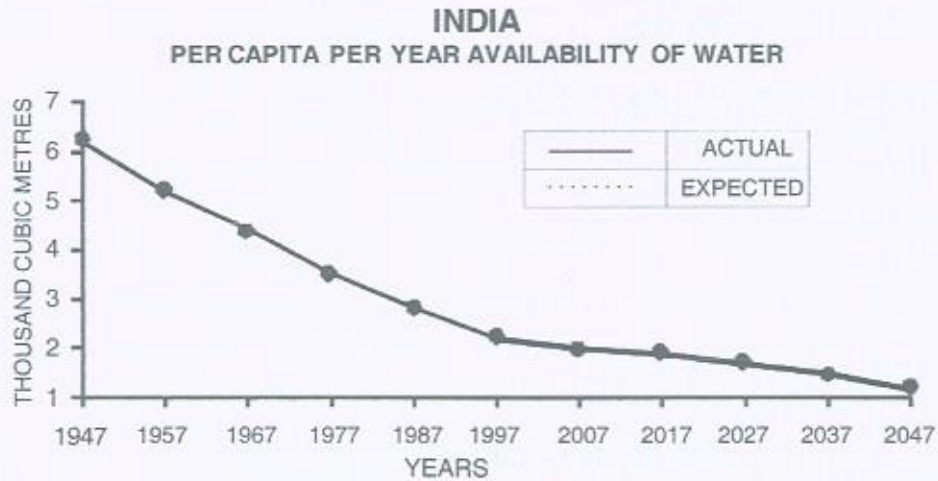


Fig. 16.6 : India : Declining availability of water