

Register Number :

Name of the Candidate :

**6 1 7 3**

**M.Sc. DEGREE EXAMINATION, 2010**

**( HOTEL MANAGEMENT )**

**( SECOND YEAR )**

**( PAPER - XI )**

**650. BUSINESS COMMUNICATION AND  
PERSONALITY DEVELOPMENT**

December ]

[ Time : 3 Hours

Maximum : 100 Marks

*Answer any FIVE questions.*

*All questions carry equal marks.*

(5 × 20 = 100)

1. (a) What is meant by operational communication?
- (b) Explain in detail personal communication?
2. (a) Explain the features of an effective communication.

**Turn Over**

- (b) What are the different types of communication.
3. (a) Write short notes on:
- (i) Perception.
- (ii) Reality.
- (b) Explain the error effects on perception.
4. (a) Distinguish between truth and reality.
- (b) What are the chief characteristics of business communication?
5. (a) Write a short notes on :
- (i) Report.
- (ii) Memo.
- (b) Discuss the technicalities of report writing.
6. (a) What are the factors responsible for persuasive writing?
- (b) Explain the role of evaluation in report writing.
7. (a) Mention the different ways to conquer worry.

- (b) Criticism is one of the factors for developing personality – Explain.
8. (a) Distinguish between publicity and advertisement.
- (b) Describe the various aspects of body language in communication.
9. (a) What are the essential qualities of a public speaker?
- (b) Explain in detail motivation.
10. (a) Explain the process of developing skills.
- (b) Write a detailed note on Goal Management.