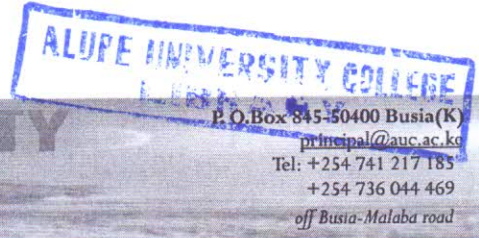


DBM 06/DSTE 02



**ALUPE UNIVERSITY
COLLEGE**

... Bastion of Knowledge...



**OFFICE OF THE DEPUTY PRINCIPAL
ACADEMICS, STUDENT AFFAIRS AND RESEARCH**

UNIVERSITY EXAMINATIONS

2017/2018 ACADEMIC YEAR

FIRST YEAR FIRST SEMESTER REGULAR EXAMINATION

FOR THE DIPLOMA IN HOTEL AND HOSPITALITY MANAGEMENT

COURSE CODE: DBM 06/DSTE 02

**COURSE TITLE: BUSINESS COMMUNICATION/
COMMUNICATION AND
PRESENTATION SKILLS**

DATE: 2ND MAY, 2018

TIME: 9AM - 12PM

INSTRUCTIONS TO CANDIDATES

- SEE INSIDE

THIS PAPER CONSISTS OF 3 PRINTED PAGES

PLEASE TURN OVER

**DBM 06/DSTE 02: BUSINESS COMMUNICATION/ COMMUNICATION
AND PRESENTATION SKILLS**

STREAM: DIP. HHM

DURATION: 3HOURS

INSTRUCTIONS TO CANDIDATES

- i. Answer question **ONE** and any other **TWO** questions*
- ii. Do not write on the question paper*

Question One

- a) Define the term communication (2 Marks)
- b) Elaborate on any **five** purposes of communication in an organization (10 Marks)
- c) Identify the elements of communication (8 Marks)
- d) Communication is the lifeblood of an organization. Discuss the barriers to effective communications in a business setting (10 Marks)

Question Two

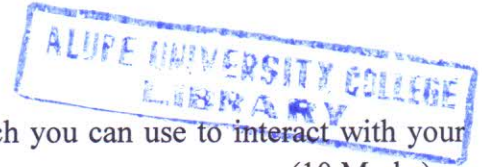
- a) List **six** grammatical errors in written business communication (6 Marks)
- b) State **four** objectives of meetings in organizations (4 Marks)
- c) Explain any **five** types of business letters (10 Marks)

Question Three

- a) Discuss any **five** points to bear in mind when writing an email (10 Marks)
- b) Identify any **five** merits of written communication, over oral communication. (10Marks)

Question Four

- a) As the organizational secretary, state the components you have to bear in mind when writing minutes (10 Marks)



- b) As a hotelier, explain any five non-verbal cues which you can use to interact with your clients (10 Marks)

Question Five

- a) You have been invited by an international company for an interview, what do you need to consider before attending the interview? (10 Marks)
- b) Describe how the internet has affected communication (10 Marks)
