

29. Write a job Application Letter for the Post of Manager (Tourism) in an Intercontinental Hotel. Enclose your Curriculum Vitae.

30. Comment on the importance of Punctuation and Editing in Written Communication.

BSc Tourism & Hospitality Management
I, II, III, IV, V, VI, VII, VIII, IX, X, XI, XII



EFFECTIVE COMMUNICATION ENGLISH

Time : Three hours

Maximum : 100 marks

PART I — (10 × 2 = 20 marks)

Answer any TEN of the following each in 1 or 2 sentences.

All questions carry equal marks.

1. _____ may be scientifically called dyadic communication. (Fill in the blank)
2. What do you mean by "Medium" and "Message" in Communication?
3. What is the main difference between instruction, and Conversation and Interview?
4. What are the two broad classification of Communication?
5. What are "Visible codes"?
6. Name the two major ingredients in all Human Interaction.

7. What is the main feature of Business Communication?

8. How would you write inside address?

9. What is the tone of the Sales Letter?

10. What is the body of the Report?

11. Name the essential parts of a Long Formal Report.

12. What are supplements in a Report?

13. What is Copy Editing?

14. What should be the quality of Cost Estimate?

15. How is Cost Estimate given in Unsolicited Proposals?

PART II — (6 × 5 = 30 marks)

Answer any SIX of the following in about 200 words each.

All questions carry equal marks.

16. Discuss the role of language in Communication.

17. What are the different types of Business Interview?

18. How would you distinguish Notice, Agenda, and Minutes?

19. Is the grammar of English a barrier to communication? How?

20. Comment on the two way movement in communication.

21. Write a note on style in Written Communication.

22. What are the essential features of a Memo?

23. Explain the principal purpose of Proposals.

PART III — (5 × 10 = 50 marks)

Answer any FIVE of the following in about 500 words each.

All questions carry equal marks.

24. Write an essay on Verbal and Non-verbal Communication.

25. Discuss the essential features of a report.

26. Explain the purposes of Business Communication.

27. How are the Messages Organised and Composed?

28. How would you write to Persuade?

COMMUNICATIVE FRENCH

Time : Three hours

Maximum : 100 marks

SECTION A — (20 marks)

Answer ALL the questions.

All questions carry equal marks.

(4 × 5 = 20)

1. Mettez les phrases dans l'ordre : (5)
- (a) Voudrais/un/je/jus de tomate.
 - (b) Achète/fruits/elle/des.
 - (c) Avec/voyage/père/son/elle.
 - (d) Elle/Delhi/de/vient.
 - (e) Huit/il/heures/est.
2. Corrigez les conjugaisons : (5)
- (a) je lit
 - (b) il couvrira
 - (c) vous avons
 - (d) vous êtes allé
 - (e) elle a parlée.

3. Traduisez en français : (5)
- (a) I am sorry.
 - (b) See you this evening.
 - (c) Happy birthday.
 - (d) They are very clever.
 - (e) Thank you, madam.
4. Traduisez en anglais : (5)
- (a) Je vous remercie.
 - (b) D'accord.
 - (c) Ce sont eux.
 - (d) Il y a un grand palais.
 - (e) Il habite à chennai.

SECTION B — (30 marks)

Answer ALL the questions.

All questions carry equal marks.

5. Ecrivez un dialogue sur le sujet suivant : (10)
- (a) Vous accueillez des touristes a l'aéroport.
 - (b) A l'office de tourisme prendre un message téléphonique.
6. Ecrivez une lettre sur le sujet suivant : (10)
- (a) Demandez des tarifs pour les divers types de chambres dans un hôtel.
 - (b) Demandez au consulat pour le visa pour visiter Paris.

