

**TOURISM STUDIES  
(BHM/BA-IHA)**

**Term-End Examination**

**October, 2010**

**ELECTIVE COURSE : ENGLISH**

**BEGE-103 (S) : COMMUNICATION SKILLS IN  
ENGLISH**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : Answer in your own words any five of the following questions.*

1. What do you mean by globalization of communication ? Discuss. 20
2. A guest has rung you up from Hyderabad enquiring about the facilities at your hotel. Write the conversation in about ten turns. 20
3. You have to prepare for an interview for the post of House-keeper at a four-star hotel. Describe the best possible way in which you will prepare for the interview. 20
4. Write a letter to a guest telling him that you cannot accommodate him and his family at your hotel in December. Give appropriate reasons and suggest alternatives. 20

5. The role of electronic media in the hotel industry. 20  
Illustrate your answer with examples.
6. Prepare an outline of a site map of your hotel for web-hosting. 20
7. Write brief notes on the following : 20
- (a) Epigram
  - (b) Euphemism
  - (c) Anticlimax
  - (d) Irony
  - (e) Paradox
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1. (a) Briefly state the points that one should pay attention to in drafting a formal letter. 8  
(b) Write a letter to the manager of a hotel at one of the travel destinations of your choice providing and seeking from her necessary pieces of information. 12
  
2. You are an employee at an ITDC office. Give five situations for informal conversations and write one such conversation in about 200 words in one of those situations. 8+12
  
3. (a) What according to you are the characteristics of a good business report ? 8  
(b) Write a report, recommending a place of interest, to the Tourism Minister of your state. 12

4. (a) What is the difference between a debate and a discussion ? 8
- (b) Write your speech either for or against the motion : 'A hotel is a home away from home'. (About 200 words). 12
5. (a) Comment on the qualities of a good diarist illustrating your answer with suitable examples from those you have read in the course. 12
- (b) Provide us a specimen of your notes in your diary about a real/imaginary interesting experience. (50-60 words). 8
6. (a) How is a feature different from an essay or a documentary ? 8
- (b) Write a feature in about 200 words about your school or place where you grew up. 12
7. Illustrate with good examples, some of the pitfalls of interviews on the television. 20
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