

04108

**B.Sc. in Hospitality and Hotel  
Administration (BHM)**

**Term-End Examination**

**April, 2010**

**ELECTIVE COURSE : ENGLISH**

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

*Time : 3 hours*

*Maximum Marks : 100*

---

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

---

1. What is emotional intelligence ? How is it important in the hospitality industry ? 20
2. You are working at a reception of a four star hotel. A guest comes to your hotel and wishes to book a specific type of room. Write the conversation you have with the guest. Take about 10 turns. 20
3. Which soft skills do you think are most important for the hospitality industry ? Illustrate your answer with examples. 20

4. Write a letter to a guest who was unhappy with the services provided by your hotel during his/her stay. Apologize for the inconvenience caused and suggest ways in which you may appease the guest. 20
  5. Give a write-up about your hotel in about 300 words advertising a historical place where your hotel is located. 20
  6. Discuss the characteristics of the web as a medium. 20
  7. Write a note on fallacies and argumentation in advertising. 20
-

**B.Sc. in Hospitality and Hotel  
Administration (BHM)**

**Term-End Examination**

**April, 2010**

**ELECTIVE COURSE : ENGLISH  
EEG-3 © : COMMUNICATION SKILLS IN  
ENGLISH**

*Time : 3 hours*

*Maximum Marks : 100*

---

**Note :** *Answer all questions. All questions carry equal marks.*

---

1. (a) A friend from England wants to learn your language. Write a letter to her/him detailing your experience in language learning, and explain what you think is the best way to go about it. 10
- (b) You have seen an advertisement in a newspaper in which an American family offers to take a foreign student into their home as a paying guest. You are interested in staying with this family. Write to the family *giving* and *asking* for relevant information. 10

2. (a) You are at a party. Write responses to the other guests' statements. 2x5=10

Guest : May I join you ?

You : \_\_\_\_\_ .

Guest : I'm sorry, I didn't catch your name.

You : \_\_\_\_\_ .

Guest : Do you mind if I sit here ?

You : \_\_\_\_\_ .

Guest : Could you pass the rice ?

You : \_\_\_\_\_ .

Guest : Thank you for your advice.

You : \_\_\_\_\_ .

- (b) What do you say in the following situations : 2x5=10

(i) You meet a colleague from Chennai for the first time.

(ii) You disagree with your boss on an issue.

(iii) You thank a junior colleague for helping you.

(iv) You offer to take your colleague out to lunch.

(v) You express anger in office.

3. (a) You have recently read a book entitled "Travel Tips for the New Traveller". Write a review of the book in about 150 words. You must include the following points : 10
- (i) What the book is about ?
  - (ii) Its good points as well as negative points.
  - (iii) Why you think it would be a useful book ?
- (b) You have been commissioned by a travel magazine to write an article of about 200-250 words on "Adventure Tourism". 10
4. (a) To celebrate the Founder's Day, your organization has arranged drinks and dinner at a restaurant. Write a menu to all staff members giving details of the date and time of the party as well as the venue. You may also talk about the dress code and extend the invitation to the family members. Write in about 100 words. 10
- (b) Your organization is renovating the banquet hall of your hotel. You are part of the committee. Write the minutes of a meeting that you recently attended. 10

5. (a) You are a trainee at a new luxury hotel. **10**  
Write brief diary entries for 5 days.
- (b) After 26/11, terrorist attacks in Mumbai **10**  
there has been additional security at the hotels. You are the reporter of a Magazine who has been sent to write a report of the security arrangements. You interviewed The General Manager of a 4-star hotel. Detail out the interview in about 10 turns.
-