

01154

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

Term-End Examination

April, 2011

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. How according to you, has the nature of job in hotel industry changed in the age of globalization ? How has this influenced the language of communication in the industry ? **20**

2. What do you understand about conversation conventions ? Provide suitable examples to illustrate your points. **20**

3. (a) How is group discussion different from a 'chat' ? **10**
(b) Write a note on the functional differences between GDs at interviews and GDs in general. **10**

4. Write a letter confirming the booking of a room, to a client staying abroad who wishes to stay at your hotel for a few days. 20
5. Write a conversation in about *ten turns* on *any one* of the following situation. 20
- (a) Hotel receptionist and a celebrity guest registering.
 - (b) Manager having a conversation with a guest misbehaving at swimming pool.
6. Explain with the help of suitable examples hyperlinks and pop - up windows. 10+10=20
7. Write brief notes on *any four* of the following. 5x4=20
- (a) Hyperbole.
 - (b) Irony.
 - (c) Euphemism.
 - (d) Pun.
 - (e) Rhetorical questions.
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Note : Answer any five of the following questions.

1. (a) Briefly outline the differences between formal and informal letters. 8
- (b) Write a letter to a friend telling him/her about a place he/she could visit next summer/winter giving reasons for your recommendation. 12
2. (a) What is formal conversation ? How is it different from an informal chat ? 8
- (b) Write a piece of conversation between a tourist from abroad with the receptionist at a hotel. The tourist had written to the Manager for booking a suite for him/her and the family. 12
3. (a) What are Minutes ? Give a general format of Minutes. 8

- (b) As the secretary at a hotel write, in about **12**
200 words, the minutes of a meeting of the
senior staff on cutting costs and avoiding
waste at the hotel.
4. (a) How is a speech different from a debate ? **8**
(b) Your hotel was damaged by some terrorists. **12**
After it has been renovated, you as the
Manager are to deliver a speech for the
employees and patrons/proprietors. Write
your speech in about 200 words.
5. (a) Briefly comment on the distinguishing **8**
features of a good travelogue.
(b) Describe a place of interest in about **12**
200 words.
6. State the points you would pay attention to in **20**
making advertisements. Illustrate your points
with suitable examples.
7. What are the qualities of a good radio talk ? **20**
Explain your ideas with appropriate examples.
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