

PART C — (5 × 8 = 40 marks)

Answer ALL questions choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Write an essay on the various types of business letters.
Or
(b) Analyse the importance of communication in tourism.
17. (a) Examine the guidelines of project report.
Or
(b) Trace the nature and importance of report.
18. (a) Discuss the origin and evolution of travel agency.
Or
(b) Critically analyse the services provided by a travel agency.
19. (a) List out the various features of circular letters.
Or
(b) Analyse the salient features of correspondence in business communication.
20. (a) Write an essay on the techniques of Group-decision making.
Or
(b) Analyse some useful, guidelines for a Group-leader.

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SMT0 22

B.A. (CBCS) DEGREE EXAMINATION, APRIL 2019.

Second Semester

Tourism and Hospitality Management — Main
BUSINESS COMMUNICATION

(For those who joined in July 2016 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. External written communication media is
(a) audio tapes (b) speeches
(c) reports (d) discussions
2. Who were the first the travel for the sake of pleasure?
(a) Indians (b) Europeans
(c) Romans (d) All the above
3. Which one of the following is not routine report?
(a) oral report (b) progress report
(c) inventory report (d) confidential report



4. Reporting is the backbone of
 - (a) speeches
 - (b) communication
 - (c) progress report
 - (d) internal communication
5. Who is considered as the first travel agent?
 - (a) Henry Wells
 - (b) Henry Ford
 - (c) Thomas Paine
 - (d) Thomas Cook
6. The scope and range of travel agency operations would depend on the
 - (a) capacity of the agency
 - (b) size of an agency
 - (c) money
 - (d) none of the above
7. Goodwill letters is a
 - (a) congratulation
 - (b) accounts
 - (c) enquiries
 - (d) orders
8. Which one of the following is not sales letters?
 - (a) Travellers
 - (b) Employment
 - (c) Offers
 - (d) Thanks
9. The word 'Conference' is derived from the word
 - (a) confer
 - (b) compare
 - (c) group shift
 - (d) chaotic

Page 2 Code No. : 22860 E

10. A standing committee is a
 - (a) temporary committee
 - (b) permanent committee
 - (c) expert committee
 - (d) advisory committee

PART B — (5 × 5 = 25 marks)

Answer ALL questions choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) Bring out the importance of the functions of a business letters.
Or
(b) Who is the foreign tourist? Explain.
12. (a) Describe the structure of the Annual Report.
Or
(b) Explain the preparing a Report.
13. (a) List out the rules of Indian Travel Agent.
Or
(b) Give an account of the important provision of the travel information.
14. (a) Trace the importance of letter writing.
Or
(b) Explain the conversational style.
15. (a) Point out the demerits of Group-decision.
Or
(b) Write a short note on the role of the Group-leader.

Page 3 Code No. : 22860 E

