

(6 pages)

Reg. No. :

**Code No. : 22833 E Sub. Code : JMTO 12/
JMHT 12/SMTO 12/
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**B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2018.**

First Semester

Tourism and Hospitality Management – Main

COMMUNICATION SKILLS

(For those who joined in July 2016 and afterwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer:

1. Effective _____ is all about conveying your message to other people clearly and unambiguously.
- (a) communication (b) non verbal
(c) monologue (d) none

2. The various forms of _____ include monologue, soliloquy, dialogue, short conversation and long conversation.

- (a) written communication
(b) oral communication
(c) formal communication
(d) informal communication

3. Head quarter of World Tourism Organisation is situated in

- (a) Switzerland (b) Greece
(c) Italy (d) Spain

4. Secretary – General of General Assembly of World Tourism organization was elected in every _____.

- (a) Four year (b) Five year
(c) Six year (d) Three year

5. Identify the following

"I don't accept your views on Women's right".

- (a) Greeting (b) Agreement
(c) Disagreement (d) Question

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6. A feature of telephone system that restricts users from making toll calls is _____.
- (a) Auto redial (b) Call waiting
(c) Call back (d) Call return
7. Which is not the plosive?
- (a) t (b) g
(c) d (d) r
8. Identity the error in the following.
She is one of the best student in the classroom.
- (1) (2) (3) (4)
- (a) '1', '2' and '3' (b) '3' alone
(c) '2' and '3' (d) '2' alone
9. People with sound public speaking skills are better equipped to excel in their _____.
- (a) careers (b) communities
(c) schools (d) all the above
10. _____ is the most basic ethical guideline for public speaking.
- (a) Allow no questions from people who disagree
(b) Interpret the truth as needed
(c) Take no responsibility for the audience's well-being
(d) Tell the audience the truth

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PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Comment on the importance of communication in Tourism.
Or
(b) "Communication is a two way process" Explain.
12. (a) Differentiate written and oral communication.
Or
(b) What are the barriers in communication?
13. (a) How can grammar be useful spoken English?
Or
(b) What are the functions of language?
14. (a) What do you know about phonetics?
Or
(b) What is meant by critical reading?
15. (a) What are the traits of an effective speech?
Or
(b) "Best speech is the output of a best verbal communication" – Explain.

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PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) What do you know about the process of communication? Explain its purpose.

Or

- (b) Trace the origin and growth of tourism.

17. (a) What are the major barriers in communication? How can one overcome these barriers?

Or

- (b) Write an elaborate explanation on electronic media in communication.

18. (a) Write an essay on applied grammar.

Or

- (b) How can conversation be significant in the growth of tourism? Examine.

19. (a) "Reading Maketh a full mans conferences a ready man and written an exact man" – explain with reference to tourism.

Or

- (b) Write an essay on fricatives in phonetics.

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20. (a) Write an effective speech on the topic "Global Warming".

Or

- (b) Write a critical appreciation of a film, you saw recently.

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