

MASTER'S DEGREE (C.S.S) EXAMINATION, NOVEMBER 2024
2024 ADMISSIONS REGULAR
M.T.TM SEMESTER I - CORE COURSE
TT1C05TM20 - Communicative English for Tourism and Hospitality

Time : 3 Hours**Maximum Weight : 30**

Part A

I. Answer any Eight questions. Each question carries 1 weight **(8x1=8)**

1. Differentiate intra-personal and inter-personal communication with examples.
2. Briefly write about the functions of mass communication.
3. Throw light on what is SEO and how it works.
4. Write about the current new trends in professional texts.
5. Poor listening may defeat the very purpose of oral communication. Elucidate.
6. Define seminar.
7. Explain presentation.
8. Write briefly about business conference.
9. Explain the importance of role play in business organisation for training purposes.
10. Define synopsis and its purposes.

Part B

II. Answer any Six questions. Each question carries 2 weight **(6x2=12)**

11. Discuss the role of psychological barrier as a negative influence in communication.
12. Define written communication, state its advantages and disadvantages.
13. Face is the index of your mind. Comment with valid examples.
14. Facebook is a powerful tool for marketing. Discuss.
15. Discuss the qualities of a public speaker.
16. Analyse brainstorming as an effective problem solving exercise in group communication.
17. Discuss the components of a resume with a suitable resume.
18. Discuss the use of mass media for public relations in tourism campaigns post-pandemic. Explain with examples.

Part C

III. Answer any Two questions. Each question carries 5 weight **(2x5=10)**

19. Tourism industry provides intangible services. Explain the importance of soft skill development in this context.
20. Write down the barriers in communication and explain the various types of barriers that obstruct the free flow of communication.
21. Analyse the importance of role play to spark brainstorming sessions during a group discussion in an organisation.
22. Enumerate the 'Seven Cs' of communication.