V. M. SALGAOCAR INSTITUTE
of
INTERNATIONAL HOSPITALITY EDUCATION

B. Sc. International Hospitality Management

Type: Semester End Assessment (SEA)   Date: 03/10/2023

Batch and Term: 2023-26 and Term I   Total Marks: 25   Time Duration: 2 hours

Course Name: Applied Communication 1   Course Code: IHSS101

Instructor: Ms. Ashita Ranjit

This paper contains 01 page in addition to the cover page.

Full Name of the Student: _____

Permanent Registration Number: _____   Class: _____

Marks Obtained: _____   Faculty Signature: _____   Invigilator Signature: _____

Main Answer Sheet	Number of Supplements	Total Number of Answer Sheets
01		

- Carefully read each question at the outset of the paper. All queries must be addressed to the faculty within the first 10 minutes of the examination.
- Students are expected to maintain complete silence in the examination hall and should not interact or communicate with their peers.
- Students will carry only their essential stationery like pens, pencils, ruler and simple calculators into the examination hall.
- Bags, eatables, drinks, etc. will not be allowed inside the hall with the exception of a bottle of water.
- Cell phones, electronic data banks, scientific calculators and smart/beeping watches are prohibited in the examination hall.
- Students will answer the examination with only blue/ black ball point pens unless informed differently by faculty. Avoid usage of green or red ink pens on the answer sheet.
- Dictionaries will not be allowed into examination hall unless informed differently by faculty.

Q.1. Compose a proper covering letter in the form of an essay about yourself. This letter will be accompanying your Employment form or CV so avoid any repetition from the form itself. The covering letter is the most important document while applying for a job. Make sure to include all possible details, playing on your strengths whilst conveying the areas that need work. **(15 Marks)**

Q.2. Discuss in a short paragraph, what are the essentials of group communication. The fundamentals of effective relay of verbal and nonverbal messages, when in a big group. **(05 Marks)**

Q.3. Express your thoughts on formal and informal written communication. How is the business of future going to be affected by the changing formats and non-formal language use? **(05 Marks)**

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