



V. M. SALGAOCAR INSTITUTE
of
INTERNATIONAL HOSPITALITY EDUCATION

B.Sc. Culinary Arts

Type: Semester End Assessment (SEA)

Date: 30/11/2022

Batch and Semester: 2022-25 & I

Total Marks: 25

Time Duration: 2 Hours

Course Name: Applied Communications

Course Code: CAS001

Instructor: Ms. Valerie Afonso

() 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.



V. M. SALGAOCAR INSTITUTE
of
INTERNATIONAL HOSPITALITY EDUCATION

ATTEMPT ALL THE QUESTIONS

Q.1. Match the following:

(5 x 1 mark = 5 Marks)

	A		B
1	Physical Tic	A	Element of Comm. Process
2	Halo Effect	B	Horizontal Comm.
3	Feedback	C	Touching your hair or face
4	Open Door Policy	D	Barrier to Communication
5	Proxemics	E	Body Language
		F	Influence that 'Space' has on Comm.
		G	Upward Comm.

Q.2. Answer any 2 of the following questions in a minimum of 200 words each.

(2x 5= 10 marks)

- Explain 'how to deliver effective presentations'.
- Distinguish between Oral Communication and Written Communication.
- Using suitable examples explain 'Conversations Killers'.
- Describe the problems faced during 'Upward Communication'.

Q.3. Answer Any 01 of the following questions. (400 words)

(1 x 10 = 10 marks)

- Explain the 'Barriers to Communication' with the help of suitable examples.
- Is non-verbal communication more effective than verbal communication? Justify your answer.