



B. Sc. International Hospitality Management

Type: Semester End Assessment (SEA)

Date: 10/10/2022

Term: 1

Total Marks: 25

Time Duration: 2 hours

Course Name: Applied Communication 1

Course Code: IHSS101

Instructor: Alisha Nicole Carvalho

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.



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All Questions are compulsory.

- I. With a diagram, outline the main elements of communication. (4 marks)
- II. What is oral communication? (1 mark)
- III. What is non-verbal communication? (2 marks)
- IV. How can 'context' affect the communication process? (2 marks)
- V. Write a brief note on 'noise' (2 marks)
- VI. What is the difference between listening and hearing? (2 marks)
- VII. Write a short note on conformity and groupthink. (2 marks)
- VIII. As manager of the boutique hotel 'Villa Bougainvillea' you have decided to hold a weekly Sunday brunch that is open to guests staying at the property and non-resident guests alike. Draft an email to local newspapers for publicity. Your name is Nisha/Nandan Das. (10 marks)