



V. M. SALGAOCAR INSTITUTE
of
INTERNATIONAL HOSPITALITY EDUCATION

International Hospitality Management

Type: Semester End Assessment (SEA)

Date: 21/11/2024

Batch and Semester: 2024-2027 & Semester I

Total Marks: 40

Time Duration: 1 Hour

Course Name: Communicative English: Spoken and Written

Course Code: ENG-151

Instructor: Ms. Merle Henriques

This paper contains 02 pages 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) Attempt each of the following.

(4x2)=8 Marks

- A Define Verbal Communication and explain its importance in conveying messages.
- B What is the purpose of the subject line in an email or letter?
- C List the steps to create a signature block in email.
- D Why is 'passive voice' preferred in Report Writing?

Q.2) Attempt ANY ONE of the following.

(8 Marks)

- A Summarise four important points to keep in mind while preparing for an interview.

OR

- B Explain any four deadly sins of public speaking.

Q.3) Answer each of the following.

(2x4)=8 Marks

- A Differentiate between Manipulation and Persuasion.
- B With the help of an example, explain why 'Needs Assessment' is important in the skill of Negotiation.

Q.4) Attempt ANY ONE of the following.

(8 Marks)

- A As the secretary of the Eco club, draft a letter to your Principal seeking permission to conduct a beach cleaning drive to commemorate World Oceans Day (8th June).

OR

- B Draft a short speech (3 paragraphs) on any topic of your choice.



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Q.5) Attempt ANY ONE of the following.

(8 Marks)

A Identify the key components of a professional email. Analyse how the absence of any one component could affect the email's effectiveness in communication.

OR

B Evaluate the role of body language in effective communication by discussing a scenario where body language either enhanced or undermined the spoken message.