



V. M. SALGAOCAR INSTITUTE
of
INTERNATIONAL HOSPITALITY EDUCATION

B.Sc. International Hospitality Management

Type: Semester End Assessment (SEA)

Date: 20/11/2025

Batch and Semester: 2025-2028 & Semester 1 Total Marks: 40

Time Duration: 1 hour

Course Name: Communicative English: Spoken and Written

Course Code: ENG 151

Faculty: Ms. Ritzel Rebello

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 the examination hall unless informed differently by faculty.



V. M. SALGAOCAR INSTITUTE
of
INTERNATIONAL HOSPITALITY EDUCATION

Q.1. Attempt each of the following.

(4x2= 8 Marks)

- A. What does the subject line in an email indicate?
- B. List any 2 steps involved in preparing for an interview.
- C. State the meaning of logos and pathos in persuasive communication.
- D. What is the main purpose of a report?

Q.2 A. Explain any four deadly sins of public speaking.

(08 Marks)

OR

Q.2 B. What do you understand by pronunciation, diction, and articulation and how do they affect one's ability to communicate effectively?

(08 Marks)

Q.3. A. Explain the five stages of verbal communication:

(04 Marks)

Q.3 B. Differentiate between persuasion and negotiation.

(04 Marks)

Q4 A. Draft a short speech (3 paragraphs) on any topic of your choice.

(08 Marks)

OR

Q.4 B. You are a student pursuing Bachelors of Science in International Hospitality Management from a respective institute. Write a letter to the Training Manager at "Grand Horizon Resort" applying for a two-week internship in any department of your choice. Mention your interest, availability, and relevant skills.

(08 Marks)

Q5. A. "Non-verbal cues often reveal more about a person's attitude than words do." Evaluate this statement elaborating on the importance of Non-verbal communication with an example.

(08 Marks)

OR

Q.5 B. Critically analyze how the STAR technique (Situation, Task, Action, Result) of answering questions in an interview helps candidates give structured, evidence-based responses. Include an example of how you would use STAR to describe solving a guest complaint.

(08 Marks)