



PG – 037

II Semester M.T.A. (Integrated 5 Years Course) Examination, June/July 2013  
(Semester Scheme)

TOURISM ADMINISTRATION

Paper – 2.5 : Communication Management in Tourism

Time : 3 Hours

Max. Marks : 80

**Instruction :** Answer all the questions.

SECTION – A

1. Answer any 10 of the following sub questions. Each carries 2 marks. (10×2=20)
- What is presentation ?
  - Distinguish between open punctuation and close punctuation styles.
  - What is a Forwarding Note ?
  - What is unambiguous language ?
  - What are disadvantages of Oral Communication ?
  - What is an Agenda ?
  - Define Communication.
  - What is a sales letter ?
  - Differentiate between oral and written reports.
  - Differentiate between speech and presentation skills.
  - Define Resume.
  - What are feed back skills ?

SECTION – B

Answer any 5 of the following. Each carries 6 marks. (5×6=30)

- Compare and contrast written communication with oral communication.
- Explain modern media modes.
- Draft an agenda of board of directors meeting with an imaginary information.
- Explain various telephone etiquettes.

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6. Distinguish between verbal and non-verbal communication.
7. Discuss various objectives of communication.
8. Explain various layouts of letters.
9. Discuss various types of reports.

SECTION - C

Answer any 2 of the following. Each carries 15 marks.

(2x15=30)

10. Explain minutes of meeting with a suitable example of a Travel Agency.
11. Draft a sales letter to promote tailor made package tour for Degree College students.
12. Explain in detail the main barriers to the organizational communication.
13. Max Muller, 37 years, M.T.A. Ph.D (Tourism Studies), Lecturer for 8 years worked at two different colleges, multi faceted personality. Prepare Max Muller's Resume for the post of Associate Professor in Tourism Studies at Post Graduation Centre, Department of Tourism Studies, Bangalore University, Bangalore.