



PG – 616

**II Semester M.T.A. (5 Yrs. Integrated Course) Examination, June 2015  
(2007-08 : Old Scheme)**

**TOURISM ADMINISTRATION**

**2.5 : Communication Management in Tourism**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

1. Answer **any 10** of sub questions. **Each** carries **2** marks. **(10x2=20)**
- a) Define presentation.
  - b) Differentiate : Open punctuation and close punctuation styles.
  - c) What is meant by Notice ?
  - d) What is a sales letter ?
  - e) Define Resume.
  - f) Difference between oral and written reports.
  - g) Define feed back skills.
  - h) Define Report.
  - i) What is mass media ?
  - j) Name the different types of Layouts of letters.
  - k) What is summarisation ?
  - l) What is forwarding note ?

**SECTION – B**

Answer **any 5** of the questions. **Each** carries **6** marks. **(5x6=30)**

2. Explain modern media modes.
3. Explain various telephone etiquettes.
4. Draft an agenda of a quarterly meeting of a travel agency.
5. Explain the process of communication.
6. Discuss reports and their structures.

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7. Distinguish between verbal and non-verbal communication.
8. Explain various objectives of communication.
9. Explain the following :
  - a) Vertical communication
  - b) Downward communication
  - c) Upward communication.

SECTION - C

Answer **any 2** of the following questions. **Each** carries 15 marks. (2×15=30)

10. Draft a sales letter to promote adventure tour for a degree college students as tour operations executive of a Travel Agency.
11. Discuss the minutes of the meeting of a Travel Agency with examples.
12. Mention various barriers to communication. Explain in detail about the barriers that you normally come across in a Tour Operations Company.
13. Define Public Notice. Draft a caution notice against violation of Design Act and Copy Right Act.