



PG - 082

II Semester M.T.A. (Integrated 5 Years Course) Examination, June 2011

(Semester Scheme)

Tourism Administration

Paper - 2.5 : COMMUNICATION MANAGEMENT IN TOURISM

Time : 3 Hours

Max. Marks : 80

*Instruction : Answer all Sections.*

SECTION - A

1. Answer **any ten** of the following sub questions. **Each** question carries 2 marks. (10×2=20)
- Define communication.
  - Distinguish between oral communication and written communication.
  - Distinguish between solicited enquiry and unsolicited enquiry.
  - Distinguish between open and closed punctuation.
  - Distinguish between statutory report and non-statutory report.
  - Expand the following :  
CWO, E&OE, FoR, MoP
  - Distinguish between minutes of narration and minutes of resolution.
  - What is a public notice ?
  - What do you mean by post script ?
  - Define mass media.
  - Describe common linguistic code.
  - Distinguish between memorandum and memoranda.

P.T.O.



## SECTION - B

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

2. What is communication ? Explain communication process.
3. Discuss objectives of communication.
4. Explain upward communication with its objectives and limitations.
5. Attempt a note on Art of Persuasion.
6. Write a note on Orders and Executions.
7. Describe office circular with an example.
8. What is a report ? Explain its features.
9. What are different types of layouts of a letter ?
10. Write a note on office correspondence.

## SECTION - C

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

11. Use the following points and draft a detailed minutes of the meeting.  
Unitech Pvt Ltd., Electronic City, Hosur Rod, Bangalore, half-yearly, appointment of new CEO, opening up of five branches in country's North-East region, constituting an advisory committee, transfer of different heads, campus recruitment, MoU with Infosys, Inquiry against Pune branch Finance Head, increase in bonus amount to staff, date of next meeting.
12. Use the following points and draft a detailed letter of order :  
TM Pai, Sales Head, New Gen Fashions, Commercial Street, Bangalore, BK Chopra, Region Head-Euro Quality Exports, Navi Mumbai, latest cloth for men, women, children, different colour, size and quality.
13. What is Agenda ? Draft an imaginary Agenda of a private firm.
14. What is Public Notice ? Draft a caution notice against violation of Design Act and Copyright Act.