



PG – 622

IV Semester M.T.T.M. (Integrated Course) Examination, June 2016
(CBCS) (2014-15 Scheme)

TOURISM AND TRAVEL MANAGEMENT

4.1 : Communicative English – II

Time : 3 Hours

Max. Marks : 70

Instruction : Illustrate wherever necessary.

SECTION – A

1. Answer **any seven** of the following sub-questions out of given ten sub-questions : (7×2=14)
- Define proposal.
 - What is meant by flow chart ?
 - What is meant by manual ?
 - Define Handbook.
 - Define Technical article.
 - What is meant by advertising ?
 - Mention two types of business letters.
 - Define Pie graph.
 - What is meant by dependent table ?
 - What is an agenda ?

SECTION – B

Answer **any seven** of the following questions out of given ten questions. (7×8=56)

- Explain solicited and unsolicited proposals.
 - Prepare a proforma for the submission of a technical proposal using necessary details.
- What are the compulsory elements of a business letter ?
 - What are the points to be kept in mind while writing an adjustment letter ?

P.T.O.



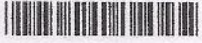
4. a) What are the details to be given in minutes ?
- b) At the tenth meeting of Board of Directors of Precision Machine Tools Co. Ltd., Bangalore the following business was transacted.
- 10.01 Minutes of the previous meeting
 - 10.02 Tenders for the new premises
 - 10.03 Creation of 5 posts of travelling salesman
 - 10.04 Resignation of the Chief Accountant
 - 10.05 Opening branch offices in Mysore, Tumkur and Hassan
 - 10.06 Any other matter with the permission of the chairman.

Assuming that you were the Secretary in attendance, draft the minutes of the meeting.

5. a) Choose a subject of your interest or specialization and write an introductory paragraph for research paper in a journal.
- b) What are the different elements of a research paper ?
6. a) What are the characteristics of an advertisement ?
- b) Write an article on the given topic. The article is to be published in a periodical. "Heritage Management at Selected Tourist Destinations".
7. a) Why are graphic aids mainly used ?
- b) The following is the age-wise readership of out-look traveller magazine

Age group	% Readership
26 - 35	33
36 - 45	17
46 - 55	22
56 - 65	28

Present the above data in the form of a Pie graph.



8. a) Explain Pie graph with the help of a diagram.
b) Where are hyphens used ? Give an example for each.
9. a) Give the full form for the following :
i) a.m.
ii) C.O.D.
iii) ad
iv) A.D.
b) When are quotation marks used ?
10. a) Explain the places where 'commas' are used for separation in sentences.
b) Give the abbreviated form for the following :
i) Free on board
ii) Dozen
iii) Exempte gratis
iv) In the same place
11. a) What categories of words and phrases are usually printed in italics ?
b) Prepare an instructions manual on the registration procedure at your college for freshers.