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School of Hospitality
MBA Tourism and Travel
Mid Term Examination - Nov 2023

Duration : 90 Minutes
Max Marks : 50

Sem I - I1PE104T - Business English and Communication

General Instructions

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

- 1) What are the common styles used in business letter writing? K2 (2)
- 2) How does the social context influence the field of public relations? K1 (3)
- 3) Explain the relationship between communication and public opinion in the context of PR. K2 (4)
- 4) What are the principles of persuasion in public relations, and how are they applied to influence public opinion? K2 (6)
- 5) What are some key elements of a professional dress code for job interviews and the workplace? K3 (6)
- 6) Explain the various types of communication, including verbal, non-verbal, written, and visual communication. How do they differ in their use and impact? K3 (9)
- 7) Describe the key components of the communication process, highlighting the roles of the sender, message, medium, receiver, and feedback. K4 (8)
- 8) Explain the concept of a group discussion in the context of job recruitment. How can candidates effectively participate and stand out in a group discussion? K4 (12)

OR

Explain the role of empathy in effective communication and teamwork. K4 (12)
How can individuals cultivate empathy in a professional context?