

**PARUL UNIVERSITY**  
**FACULTY OF ARTS**  
**M.Arts Winter 2018 – 19 Examination**

**Semester: 1**  
**Subject Code: 15202131**  
**Subject Name: English for Tourism and Socialization**

**Date: 05/12/2018**  
**Time: 10.30 am to 1.00 pm**  
**Total Marks: 60**

**Instructions**

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

**Q.1 Do as directed. (08)****A. Read the passage given below and prepare an exercise of 16 questions to enrich the vocabulary of students. (Each of 0.5 mark)**

Communication skills are an important element of hospitality industry. Understanding of performance expectations are keys to the achievement of tourist satisfaction. Good oral and written communication skills are the top skills important to hospitality practitioners at different position levels. Good English communication during the study will add value to students' education. According to that fact the hospitality program itself will encourage critical thinking and for example tourism problem solving when it is necessary. In the tourism industry supply and demand side must communicate perfectly in order to ensure quality and needed performance standards. In the business tourism practice oral communication is a bit higher than written communication, but both categories are rated high. (Kay and Russette: 2000). The authoresses, through a questionnaire, explore the importance of communication skills (speaking, reading, listening and writing) in English language among hospitality employees and students studying business and tourism. The importance of good cooperation between the language/hospitality teaching programmes and the Croatia Tourism Authority is a high priority if the development of steady all-year-round tourism is to be a possibility. In concluding, the implications of the findings are discussed and concerns rose over the need to address evident weaknesses in order to enhance career options and tourism management in Croatia.

**B. Define the following terms. (Each of 01 mark) (07)**

1. Economy
2. Flexible
3. Currency
4. Harbour
5. Castle
6. Heritage
7. Countryside

**Q.2 Answer the following.**

- A.** Write a short note on "Role of English" in tourism industry. (04)
- B.** As an ESP teacher of tourism prepare one activity for the language classroom on the topic "how to give suggestions and advice." (04)
- C.** As an ESP teacher prepare a dialogue writing sample exercise for your students on the topic "asking about journey" (04)

**OR**

- C.** As an ESP teacher prepare a dialogue writing sample exercise for your students on the topic, "apologizing for delay" (04)

**Q.3 Answer the following.**

- A.** As an ESP teacher prepare a dialogue writing sample exercise for your students focusing on the topic "welcoming visitors" (05)
- B.** The weather is one of the most popular small topics. It is a topic that everybody can talk about. (05)  
As an ESP teacher prepare a vocabulary game activity to teach words related with weather. You can include words describing temperature, sky & water e

- C. Emails are often used to make arrangements for tourist visits. As an ESP teacher of tourism prepare a class activity to teach formal email writing to your students. (05)

**OR**

- C. Present your views on “Role of English in socializing” (05)

**Q.4 Answer the following.**

- A. As an ESP teacher of tourism prepare a sample exercise showing how verbs and adverbs can be used for showing trends. (06)

- B. Elaborate in detail about different sectors in travel and tourism industry. Mention few of the skills related with it. (06)

- C. Imagine as if your city or region has been finalized in state governments tourist destination list. Prepare a pamphlet for offline/online marketing. To showcase your creativity, you may use factual information sheet, pictures, visuals etc. Your task must be covered in one page of your answer sheet and description should be covered in 30 words. (06)

**OR**

- C. As an ESP teacher of tourism prepare six slogans for our country with an aim to teach parts of speech. (06)