

Total No. of Questions: 7

Total No. of Printed Pages: 1

AISSMS College of Hotel Management and Catering Technology, Pune

Seat No:

[0607]/MDM244/2025/BHMCT_SEM4

SYBHMCT (Fourth Semester) Examination, 2025

MDM244 – ENGLISH LANGUAGE II

(2023 Pattern)

Time: 1 Hr. 30 Mins.

Maximum Marks: 25

Instructions: -

- (i) Solve any five questions
- (ii) All questions carry equal marks.
- (iii) Draw diagrams wherever necessary.

Q1. Explain the terms:

- | | |
|---|-------|
| A) Social media platforms | [1] |
| B) Communication in Negotiation | [1] |
| C) Resignation letter | [1] |
| D) Incident report | [1] |
| E) Log Book | [1] |
| Q2. Explain the significance of greeting and welcoming guests in the hospitality industry. How does it impact guest satisfaction? | [5] |
| Q3. Draft a blog post to introduce a newly launched restaurant, highlighting its unique services. | [5] |
| Q4. How effective are brochures and flyers for marketing and promotions in hotel industry? | [5] |
| Q5. Design an SOP for front office employees handling VIP guest check-ins. | [5] |
| Q6. Describe how you would greet and assist a guest from a different cultural background in a respectful manner. | [5] |
| Q7. Define crisis communication and explain its importance in the hospitality industry with a suitable example. | [5] |
