

Seat No:

[0607]/MDM244/2026/BHMCT_SEM4_ ~~Revised~~

SYBHMCT (Fourth Semester) Examination, 2026

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) Etiquette [1]
- B) SOP [1]
- C) Negotiation [1]
- D) Guest Complaint [1]
- E) Log Book [1]

Q2. Write a short note on the importance of language in the hospitality industry. [5]

Q3. What is the role of social media in hospitality marketing? Explain the importance of hashtags in social media marketing. [5]

Q4. Explain any five negotiation skills required for resolving conflicts in the hospitality industry. [5]

Q5. Discuss any 5 cross cultural communication strategies to be followed for international guests. [5]

Q6. Draft a business letter responding to a customer's complaint about receiving poor service during their stay at your hotel. Assume suitable data. [5]

Q7. Assume that you are a restaurant supervisor. Prepare an incident report about a guest finding a small insect in their food. [5]
