

Reg. No.:



Y7528

Name:

University of Kerala

Fourth Semester FYUGP Degree Examination, May 2026

Skill Enhancement Courses

ENGLISH

UK4SECENG203 - SOFT SKILLS FOR TOURISM AND HOSPITALITY

Academic Level: 200-299

2024 Admission

Time: 1 Hour

Max. Marks: 28

Part A. 4 Marks ,Time 5 Minutes (Cognitive Level :Remember(RE)/Understand(UN))Objective Type 1 mark each, Answer all questions

Qn No.	Question	CL	CO
1	What are the key elements that contribute to an effective presentation?	RE	2
2	Distinguish between active and passive listening.	RE	2
3	How do stereotypes regarding another culture affect communication?	UN	1
4	What do you mean by prioritization in the context of time management?	UN	1

Part B. 8 Marks ,Time 15 Minutes (Cognitive Level :Understand(UN)/Apply(AP))Short Answer 2 marks each, Answer all questions

Qn No.	Question	CL	CO
5	How does self-empowerment help individuals to take control of their lives?	UN	1
6	Explain how strong communication skills can directly lead to career advancement for a tourism professional.	UN	2
7	Suggest some strategies to your friends to manage presentation anxiety.	AP	5
8	Imagine that your team leader ignores cultural differences in communication styles. Explain the problems that can occur in the group.	AP	3

Part C. 16 Marks ,Time 40 Minutes (Cognitive Level :Apply(AP)/Analyse(AN)/Evaluate(EV))/Long Answer 4 marks each, Answer all questions choosing among options* within each question

Qn No.	Question	CL	CO
9	A) There is a lack of local green spaces in your area. As a concerned citizen, apply the four-step problem-solving process and demonstrate how you would generate solutions and implement them iteratively.	AP	1, 1

Qn No.	Question	CL	CO
	OR B) Apply the principles of self-empowerment to a hypothetical scenario where an individual has just lost their career of ten years. How should they navigate the emotional fallout, reframe their mindset, and set new goals?		
10	A) Critically examine the role of Intercultural Communication Competence in enhancing the effectiveness of communication across diverse cultural contexts. OR B) Analyse the challenges of communicating in multicultural environments.	AN	3, 3
11	A) “Successful meetings and greetings involve multiple elements working in harmony.” Substantiate the above statement OR B) Evaluate the effectiveness of a presenter who relies on highly detailed slides containing their entire spoken script. Recommend alternative strategies for slide design and delivery to improve the presentation.	EV	4, 4
12	A) Create a detailed telephone conversation between a customer and a company representative where the customer is calling to complain about a delayed service. Ensure the conversation demonstrates proper telephone etiquette. OR B) Create a targeted marketing campaign for a cultural heritage site that relies on persuasive written content and emotional storytelling to appeal to a diverse demographic of international tourists.	CR	5, 5