

UNIVERSITY INSTITUTE OF ENGINEERING & TECHNOLOGY

PANJAB UNIVERSITY CHANDIGARH

SESSIONAL 2 / PROFESSIONAL COMMUNICATION / BE- EEE, BT , MECH / 8th March 21

Note: All questions are compulsory

Q1. What is meant by Non-Verbal Communication ? What are its components ? Write in detail . (ANSWER NOT TO EXCEED TWO FACES OF AN A4 SIZE SHEET) (10)

Q2.

- a) You are the Warden of a hostel in Panjab University. Write a notice (to be put up on the notice board of the hostel) in 100 words informing the students about the new sports kits (cricket , volleyball, badminton etc) that have been purchased by the Hostel and how the students can get them issued. Also tell the students the importance of sports and how to maintain good health through exercise.
- b) As the Vice Chancellor of the University write an office memo to the entire faculty and staff urging them to take up social work (teaching slum children , undertaking awareness campaigns about importance of education and cleanliness, guiding people about opportunities in life and career etc). The social work can be undertaken by the department or at individual level. The memo should be of 100 words.

Q3. You are the head of tourism development corporation of the state (The state where you are located as of now). State Governments run chain of hotels and sightseeing infrastructure like for example UP Tourism Corporation, Haryana Tourism Corporation etc .Haryana tourism corporation maintains a number of hotels on the GT Road highway. The corporation also has on its rolls tourist guides, hotel staff and infrastructure like boats (where ever there is a river/ lake) , Paragliding equipment for example in Himachal and other hilly areas. The state government run tourism departments have hotels in prime location.

You are required to submit a report to the Chief Minister on the following points (YOU NEED TO TALK ABOUT THE STATE CAPITAL ONLY AND NOT THE ENTIRE STATE) :-

ANSWER SHOULD NOT EXCEED TWO FACES OF AN A4 SIZE PAPER

- a) What is the present scenario in the state capital like what major (only top four) 3 Star Hotels are charging for single room , double occupancy room , suite etc. What other facilities these hotels offer. Give the details in a table. Also draw a pie chart to show the govt tourism share in hotel business in the capital city.
- b) In the state capital is there any prime property that the Government can buy. What is the location of the property. Draw a map (draw a rough figure)to show the location of the property along with two important landmarks (important places near that property) What is the area of the property and what is the cost.
- c) How can the state government tie up with OYO and AIRBNB for listing the property on these sites.
- d) Discuss your strategy for local promotion of the Govt tourism hotels and for designing packages for local sightseeing through these hotels(these hotels tie up with cabs for visit to local and out of city places) . What type of assistance do you require from government in terms of hoardings, press releases, hiring staff and guides, Wi-Fi set up hotels etc. Draw a table and give approx expenses under each head.

(10)