

Reg. No.:



Y7527

Name:

University of Kerala

Fourth Semester FYUGP Degree Examination, May 2026

Skill Enhancement Courses

ENGLISH

UK4SECENG202 - Tourism for Cultural Communication

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	Define power distance in culture.	RE	1
2	Mention any one challenge in cultural tourism.	RE	5
3	How does high power distance affect communication between superiors and subordinates?	UN	5
4	Why is nonverbal communication important in intercultural interactions?	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	Differentiate between high-context and low-context cultures.	UN	5
6	What are the consequences of overtourism? How can overtourism be managed?	UN	5
7	In a multicultural team, one member dominates discussions due to hierarchical beliefs. How would you manage this situation?	AP	4
8	You are interacting with someone who stands very close while speaking. How would you interpret and respond using your knowledge of proxemics?	AP	4

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) Demonstrate how you would manage an intercultural conflict in a workplace setting. OR B)	AP	4, 4

Qn No.	Question	CL	CO
	Apply strategies of intercultural communication competence to handle a misunderstanding between two people from different cultural backgrounds.		
10	A) Two houses are built in different cultural settings—one with high walls, inward-facing courtyards, and minimal external windows, and another with large street-facing windows and open layouts. Analyse how these differences in environmental design reflect cultural values related to privacy, community, and individualism. OR B) During an international meeting, a manager maintains strong and direct eye contact while speaking. Some team members feel confident and engaged, while others appear uncomfortable and avoid eye contact. Analyse the situation.	AN	4, 4
11	A) Evaluate the impact of misinterpreting nonverbal cues in cross-cultural communication. OR B) Evaluate the importance of cultural intelligence in today's globalized world.	EV	3, 3
12	A) Suggest ways to develop gastronomic tourism possibilities in Kerala. OR B) You are designing a website on Cultural Tourism. What information would you provide?	CR	1, 1