

SEAT No. _____

No. of Printed pages:01

[42&14] SARDAR PATEL UNIVERSITY
BBA - HM (3 Years) (Semester 3)
2017

UM03FBBH02 – Business Etiquettes and Managerial Communication

Tuesday, 28th November 2017

02.00 p.m. – 04.00 p.m.

Total Marks: 60

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|-------|---|--|----|
| Q – 1 | A | Define the concept and importance of Business Etiquettes. | 08 |
| | B | Write a note on: Telephone Etiquettes. | 07 |
| OR | | | |
| Q – 1 | A | Write a detailed note on formal business Meeting Etiquettes | 08 |
| | B | Discuss etiquettes to be followed with customers. | 07 |
| Q – 2 | | Define Publicity. Write a detailed note on functions of Publicity. | 15 |
| OR | | | |
| Q – 2 | A | Explain any two types of publicity in detail. | 08 |
| | B | Write a note on communicating with media. | 07 |
| Q – 3 | | Write an application for the post of F&B Manager in The Centaur, New Delhi. | 15 |
| OR | | | |
| Q – 3 | | Prepare résumé for the post of: | 15 |
| | | 1. Executive House Keeper | |
| | | 2. Guest Associate | |
| Q – 4 | | Explain Interview process in detail. Write a detailed note on Selection Interview. | 15 |
| OR | | | |
| Q – 4 | A | Write a note on types of Interview. | 08 |
| | B | What are the stages of interview preparation? | 07 |

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