

SEAT No. _____

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[47]

Sardar Patel University
BBA (HM) Examination – Semester III
Friday, January 1st, 2021
Time: 10:00 am to 12:00pm
UM03ABBH51
Business Etiquettes and Managerial Communication

70 MARKS

- Note: 1. Attempt any 4 (Four) questions out of 8 (Eight) questions.
2. All questions carry equal marks.

- Q1 Write a detailed note on 'Formal and Informal meeting'.
- Q2 Write a detailed note on 'Telephone Etiquettes in businesses'.
- Q3 What is Publicity? Explain functions of Mass Media
- Q4 Write detailed note on Print Media.
- Q5 Explain how Electronic Media is useful in Publicity.
- Q6 Write a cover letter for the post of 'Chef' in renowned Hotel. Tell them about your objectives, experience, skills, personal details, etc.
- Q7 Write a detailed notes on:
1. Promotion Interview
2. Problem Interview
- Q8 Write a detailed notes on:
1. Exit Interview
2. Stress Interview

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