

SEAT No. \_\_\_\_\_

No. of Printed Pages: 1

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Sardar Patel University  
BBA (TTM) Examination – Semester III

Friday, January 1<sup>st</sup>, 2021

Time: 10:00 am to 12:00pm

UM03ABBT51

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 'Travel Officer' in renowned Travel Agency. 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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[1]