

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

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**Sardar Patel University**

**BBA (HM/TTM) Examination – Semester III**

**Saturday, January 09, 2021**

**Time: 10:00 am to 12:00 pm 10+012**

**UM03FBBH02**

**Business Etiquettes and Managerial Communication**

**60 MARKS**

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

- Q1.** Define business etiquettes and explain the importance of business etiquettes in business.
- Q2.** Write detailed notes on:  
1. Etiquettes for meeting.  
2. Etiquettes for workplace
- Q3.** Give the meaning of publicity and discuss the functions of mass media.
- Q4.** Define the publicity and discuss five steps for better crisis communication with media.
- Q5.** Write an application letter with a resume for the post of Front office in renowned Hotel.
- Q6.** Draft a cover letter for the post of Chef in a renowned Hotel.
- Q7.** Explain mental and psychological preparation for interview.
- Q8.** Write a detailed notes on:  
1. Promotion Interview  
2. Panel Interview

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